

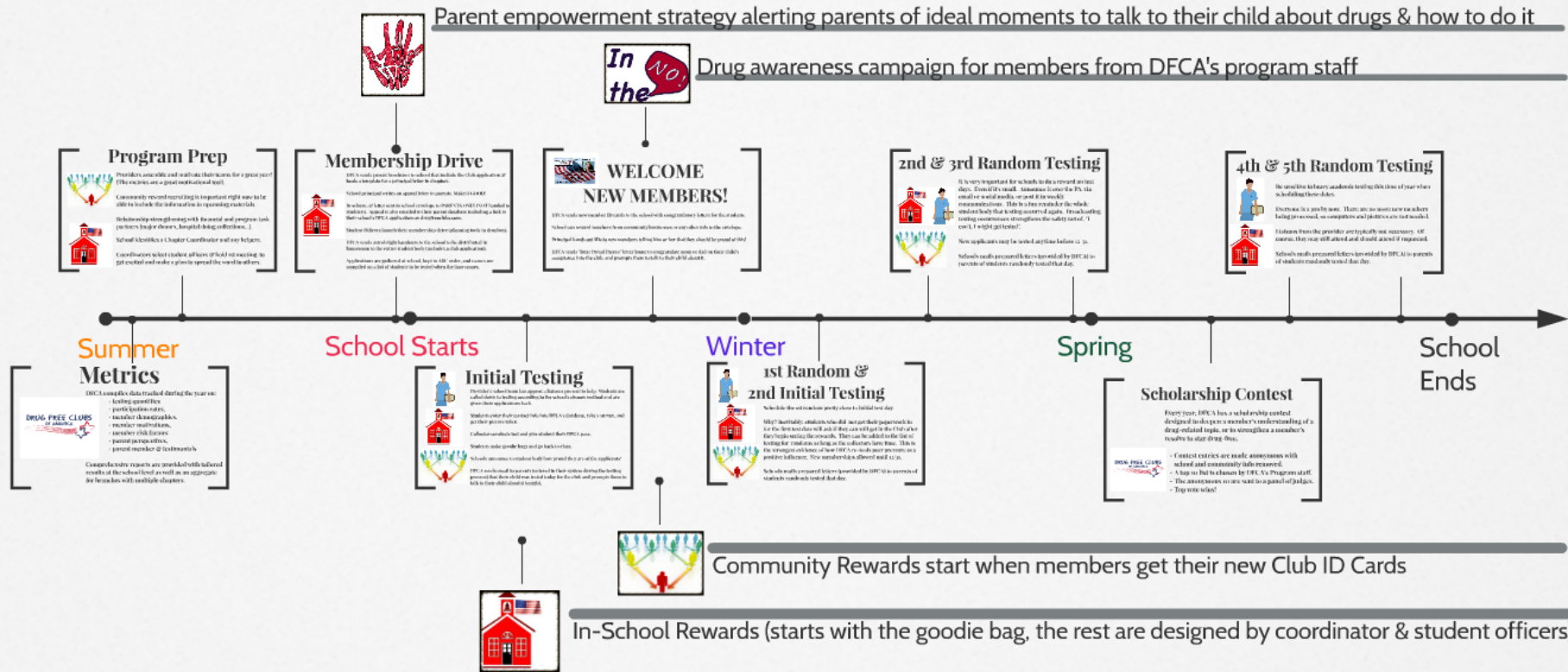


### Medical Collector

**Key:**

Parent empowerment strategy alerting parents of ideal moments to talk to their child about drugs & how to do it

Drug awareness campaign for members from DFCA's program staff



Each element may change without notice at the discretion of DFCA's home office staff and/or board, as deemed appropriate for the organization's goals and mission.

These images indicate activities performed by the related party:



Program Provider



School Chapter



Medical Collector

# DFCA Program Year Timeline\*

Key:



Parent empowerment strategy alerting parents of ideal moments to talk to their child about drugs & how to do it



Drug awareness campaign for members from DFCA's program staff

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## Program Prep



Providers assemble and motivate their teams for a great year! (The metrics are a great motivational tool).

Community reward recruiting is important right now to be able to include the information in upcoming materials.

Relationship strengthening with financial and program task partners (major donors, hospital doing collections...).

School identifies a Chapter Coordinator and any helpers.

Coordinators select student officers & hold 1st meeting to get excited and make a plan to spread the word to others.

## Membership Drive



DFCA sends parent brochures to school that include the Club application & loads a template for a principal letter in dropbox.

School principal writes an appeal letter to parents. Make it GOOD!

Brochure, & letter sent in school envelope to PARENTS ONLY (NOT handed to students). Appeal is also emailed to their parent database including a link to their school's DFCA application on [drugfreeclubs.com](http://drugfreeclubs.com).

Student Officers launch their membership drive (planning tools in dropbox).

DFCA sends astrobright handouts to the school to be distributed in homeroom to the entire student body (includes a club application).

Applications are gathered at school, kept in ABC order, and names are compiled on a list of students to be tested when the time comes.

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Launch their membership drive (planning tools in dropbox).

Print handouts to the school to be distributed in the student body (includes a club application).

Sorted at school, kept in ABC order, and names are listed of students to be tested when the time comes.



## WELCOME NEW MEMBERS!

DFCA sends new member ID cards to the school with congratulatory letters for the students.

School can reward vouchers from community businesses or any other info to the envelope.

Principal hands out IDs to new members telling him or her that they should be proud of this!

DFCA sends "Dear Proud Parent" letter home to congratulate mom or dad on their child's acceptance into the club, and prompts them to talk to their child about it.

2nd



## Spring Starts



### Initial Testing

Provider's school team has approx 2 liaisons present to help. Students are called down to testing according to the school's chosen method and are given their applications back.

Students enter their contact info into DFCA's database, take a survey, and get their picture taken.

Collector conducts test and give student their DFCA pass.

Students make goodie bags and go back to class.

Schools announce to student body how proud they are of the applicants!

DFCA sends email to parents (entered in their system during the testing process) that their child was tested today for the club and prompts them to talk to their child about it tonight.

## Winter

### 1st Random & 2nd Initial Testing

Schedule the 1st random pretty close to initial test day.

Why? Inevitably, students who did not get their paperwork in for the first test date will ask if they can still get in the Club after they begin seeing the rewards. They can be added to the list of testing for randoms as long as the collectors have time. This is the strongest evidence of how DFCA re-tools peer pressure as a positive influence. New memberships allowed until 12/31.

Schools mails prepared letters (provided by DFCA) to parents of students randomly tested that day.

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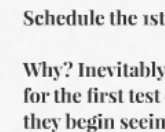
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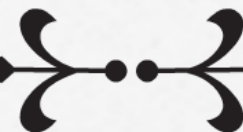
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## 2nd & 3rd Random Testing



It is very important for schools to do a reward on test days. Even if it's small. Announce it over the PA, via email or social media, or post it in weekly communications. This is a fun reminder the whole student body that testing occurred again. Broadcasting testing occurrences strengthens the safety net of, "I can't, I might get tested".

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Every year, DFCA has a scholarship contest designed to deepen a member's understanding of a drug-related topic, or to strengthen a member's resolve to stay drug-free.



- Contest entries are made anonymous with school and community info removed.
- A top 10 list is chosen by DFCA's Program staff.
- The anonymous 10 are sent to a panel of judges.
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# Summer Metrics

**DFCA compiles data tracked during the year on:**

- **testing quantities**
- **participation rates,**
- **member demographics,**
- **member motivations,**
- **member risk factors**
- **parent perspectives,**
- **parent member & testimonials**

**DRUG FREE CLUBS  
OF AMERICA**



**Comprehensive reports are provided with tailored results at the school level as well as an aggregate for branches with multiple chapters.**



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Community Rewards start when members get their new Club ID Cards

In-School Rewards (starts with the goodie bag, the rest are designed by coordinator & student officers)