

END ZONE CLUB

"BETTER TOGETHER" CULTURE STORY

THE IDEA:

At Colfax High School, we wanted to create a family friendly event at Friday night football games to encourage more staff to attend. We established the **CHS End Zone Club** where parents, staff, and community members can enjoy a BBQ and watch the game together. We also created a theme for every home game to further involve, recognize, and honor members of our community, including: veterans, first responders, cancer survivors, charitable organizations, feeder schools, and alumni.

- **Paul Lundberg**
Principal at Colfax HS, California



CULTURE RESULTS:

More staff and their families attended football games and connected personally with each other while enjoying the game! The student body felt the bond of being Falcons and the sense of belonging to a community. Most importantly, Friday night football became bigger than just a game...it was truly a community gathering!

HELPFUL TIPS:

- Promote via email, all-calls, and personal messaging
- Ask staff to volunteer to bring a component of the dinner
- Set-up a tent with chairs, tables, and when it gets cold, propane fire pits
- Start early: before kick-off or during halftime of the JV game



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