

How do I get listed in the Scarlet Directory?

- There are two ways to become listed in the Scarlet Directory.
 - **The first is through a donation of \$20 or more.**
 - **The second way is to support our Be East Student Recognition Lunches.** This can be done through a \$20 or greater cash donation. Or, you can elect to provide in-kind support by providing food for one of our quarterly Be East Student Recognition Lunches.
- **Once you have decided which option is best for you,** simply complete the paper order form and mail it, along with your check payment, to the address on the Order Form.
- If you prefer to complete the form online, visit dmpls.revtrak.net Scroll down to find and click on Be East Scarlet Directory.
 - Select your donation type on the left side, complete the form and setup an account from which you can submit your donation.

How is my donation being used?

- **Incentives:** by donating, you are helping us to stock our Scarlet Market incentive store. In the store are items students can purchase with their positive recognition Be East cards.
- **Be East Lunches:** you are helping to offset the costs of hosting our Be East Lunches. These lunches are a way for us to recognize outstanding students.
- **Special Programming:** Throughout the year we have special events such as invited speakers and assemblies to celebrate East.

Be East Leadership

Student Team

The Be East Student Leadership Team is comprised of nineteen student leaders that meet during Academy. These student leaders applied to be on this team in the spring, and encourage the East community to be Engaged, Accountable, Safe and Thoughtful through planning Be East events and incentives, creating building-wide Academy lessons and consistently modeling positive behaviors.

Staff Team

The Be East Staff Leadership Team is comprised of a cross-section of East staff including teachers, support staff, and administrators. The staff team meets after school every other Monday and is responsible for developing programming for students, analyzing behavior data, teaching expected behaviors and providing professional development for staff.

*-The purpose of Be EAST is to **transform East's culture and climate by teaching expected behaviors, celebrating positive attitudes and actions, and supporting students in obtaining skills for success.***



09/29/2017

Scarlet Directory

scarletdirectory.dmschools.org



www.east.dmschools.org

815 East 13th Street
Des Moines, IA 50316
515.242.7788

What is the Scarlet Directory?

The Scarlet Directory is an online directory of businesses located in Des Moines' Eastside as well as businesses owned and operated by alumni, staff, students, and families of East High School. The goal of the Scarlet Directory is to provide a source of financial support for our Be East program while creating a way for people to easily find and support businesses that are part of the East High community.



Why should I donate to be listed in the Scarlet Directory?

-Cheapest way to reach 2,400 students, over 200 staff and an Eastside community that supports our East High School students.

-Year-long listing in the Scarlet Directory.

-Be East Supporter Sticker.

-You are directly helping to change the culture and climate at East High School.

-As you support our programs, you will see how our community is positively impacted by your contribution.

-East High School students are your neighbors, friends and employees. By donating you are helping to support them where they learn.

EAST HIGH SCHOOL

Scarlet Directory

ORDER FORM

515.242.7788

SCARLETDIRECTORY@gmail.com

**Scarlet Directory
815 E 13th Street
Des Moines, IA 50316**

By making a donation of \$20 or more, or providing lunch for one of our quarterly Be East Student Recognition Lunches, you will automatically be added to our Scarlet Directory.

Your listing in the Scarlet Directory will be good for 1 year.

As a thank-you for supporting the Be East program, you will receive a Be East Supporter sticker.

THANK YOU!

We appreciate your support of Be East and East High School.

Contact Information

Contact Name		
Business Name		
Business Address	Street Address	
	City, State, Zip	
Business Phone Number		
Email Address		
Business Website		

Description	Price	Total
Advertisement in Scarlet Directory	\$ 20	\$
Be East Student Recognition Lunches Monetary	\$ 20	\$
Be East Student Recognition Lunch In-Kind donation of Lunch	Value:	\$
Additional Donation or Donation of Less than \$20		\$
	Total	\$

Ad Details

Send Logo to **SCARLETDIRECTORY@gmail.com**

Wording on your ad within the Scarlet Directory (*limited to 150 characters*):

Signed:

A proof will be emailed. You will have 5 business days to approve proof otherwise it will be published as is.