

[Physical Delivery] Program Leader Guide: Supporting Families with Tango

Tango Overview

Over the 2023-24 school year, Springboard Collaborative is transitioning to [Tango rewards](#) for Springboard incentives for families to increase choice and reduce difficulties of standard hard goods incentives. [Tango](#) is an online rewards platform whereby Springboard families can redeem their rewards dollar amounts for digital gift cards at dozens of national vendors including retail stores and restaurants.

Before Programming

Program Leadership Selects Tango Process: Tango rewards will arrive in one of two ways as decided by your program leadership in collaboration with your Program Director:

- **Option 1 - Arrival after program:** After all programming data is finalized in Connect, your Springboard Project Manager will upload the incentives earned to Tango. Tier 2-3 student rewards will be bulk mailed to your site as physical printed brochures, one week *AFTER* being ordered (excl. school breaks), and labeled with each student's name.
- **Option 2 - Arrival by LBC:** The Project Manager will order rewards with an estimate of earned rewards to arrive *BEFORE* the Learning Bonus Celebration. They will not be labeled with student names and any leftover rewards can be kept.

Tango Rewards Physical Delivery Process & Program Leader Role

	Timeline	Suggested Tasks, Resources & Context
<input type="checkbox"/>	Start of Program	<p>Communicate to Families: Tier 1 rewards are books, and Tier 2 and/or 3 will be Tango physical brochures distributed at the LBC or after programming:</p> <ul style="list-style-type: none"> ● Share Tango Intro Flyer for Families digitally or by print; additionally, teachers can review this resource in TBHs ● Add Tango Review Slides for Families to orientation and/or Family Workshop decks. Feel free to personalize these to excite families!
<input type="checkbox"/>	During Program	<p>Prepare Distribution: Confirm your site's Tango Process and plan how and when Tango rewards will be distributed.</p> <ul style="list-style-type: none"> ● Your Project Manager will notify you of the expected arrival date of your site's Tango rewards and any relevant tracking information. ● We suggest navigating to the Reward tab in Connect: Educator and clicking on the green "Export Table" button to download the data as a spreadsheet; you can use it as a distribution tracker. <p>[As needed] send messages to families (on Connect or other platforms) to remind families how & when they'll receive Tango.</p>
<input type="checkbox"/>	At LBC	<p>Communicate to Families: Use the gathering as a way to announce when families will receive their reward and encourage them to take photos of their rewards so they can still use the reward even if they lose it. If families are</p>

	Timeline	Suggested Tasks, Resources & Context
		<p>receiving their reward at the LBC, spend time having everyone redeem together, projecting Tango Redemption Guides as needed. This will help to ensure redemption and use of their reward!</p> <ul style="list-style-type: none"> <i>Suggestion:</i> Have families submit photos of how they're spending their Tango rewards to share out and build excitement!
<input type="checkbox"/>	After Program	<p>Communicate to Families: Use the template Connect: Family messages to encourage families to redeem and support families with redemption.</p>

After Programming

Families Redeem Tango Rewards: The Tango Rewards brochures will include basic directions in English and short links to visual explainers in multiple languages as additional support which Springboard will text/email to families beforehand. To access the Tango rewards catalog, families need to input the unique code listed in the brochure on the website www.rewardlink.io/redeem. During the ordering process, families can redeem their reward amount for multiple gift cards and choose to receive them as digital gift cards emailed from noreply@tangocard.com or as physical gift cards received over mail. Digital gift cards also have barcodes/codes that can be printed out and used in person at cashiers. It may be helpful to walk through the redemption process together, on a laptop or tablet if possible. In the guidance we send to families, we encourage them to redeem the rewards together with their students.

Troubleshooting with Families

Preventing Lost Rewards: Springboard is not responsible for lost brochures. It is the responsibility of the site and the families to keep track of their rewards. Communicate to families to take photos of their brochures upon distribution. Print the Connect: Educator "Rewards" tab and use that sheet as a tracker to keep a record of who received their rewards.

Helping families without emails or permanent mailing addresses receive their Tango rewards:

Once families enter their code online to access their rewards link, they will have the option to either receive digital gift cards over email or for some select gift cards, physical gift cards mailed to their homes. If families don't have emails, they can mail select physical gift cards to their homes to use directly in stores. If that is not an option, you can redeem the family's reward to send to your own email, and then print off the digital gift card for families to use in stores.

Helping families without smart devices redeem their Tango rewards: *If families do not have a laptop, tablet, smartphone or other device to redeem their Tango rewards with,* you can support them by having them log into their emails on a school device and redeem their reward for gift cards which can be printed off at school. Alternatively, families can redeem their rewards for select physical gift cards mailed to their homes.

For additional technical issues: Families can directly contact Tango Support at help.tangocard.com for technical difficulties.

Tango Brochure

The Tango brochures will contain the redemption URL and unique code. If your site receives them before the Learning Bonus Celebration, the brochures will be addressed generically to "Springboard Student." The From message will contain short links to the visual explainers.

The image shows a template for a "Tango Brochure" set against a background of a person in a field. A large black arrow points from a box at the top to a box in the middle. The top box contains the Springboard Collaborative logo, the text "choice reward", and icons for email, a plus sign, another email, and a printer. The middle box contains the following text: "Amount: Specified at time of order", "Redemption URL: www.rewardlink.io/redeem", "Code: Dynamically generated", and "Expiration: Does Not Expire". Below this are three dashed boxes for "To:", "From:", and a larger empty box. At the bottom, there is a "To Redeem" section with a list of four steps and a final paragraph.

springboard
COLLABORATIVE

choice reward

✉ + ✉ 🖨

Amount: Specified at time of order
Redemption URL: www.rewardlink.io/redeem
Code: Dynamically generated
Expiration: Does Not Expire

To:

From:

To Redeem

1. Go to the link above, rewardlink.io/redeem.
2. Enter the 16-digit code provided and click "Redeem".
3. Spend your balance on one or more rewards from the catalog of popular brands.
4. You'll receive your selection via email or mail, depending on your delivery method.

If you don't want to spend your entire Reward Link value right away, save this sheet and visit the Redemption URL above before the provided expiration date.