**Tango Brochures Template Messages for Families**

# The following are template messages drafted by Springboard to communicate with families about Tango and the new Springboard Digital Rewards. Messages were drafted to be sent out through Connect: Family but can be sent by Springboard teachers or Program Leaders through email or any other means of communication used by sites (e.g. Class Dojo, Parent Square etc.). Please note: some of the templates contain a prompt to add an email if your site emailed out the redemption guides prior to the end of programming. The sentence is highlighted in yellow. It can be removed entirely if necessary/if your site did not email the redemption guides out to families.

# Intro to Tango Message - Send Out BEFORE Data Clean Up Week

*Note: This message is intended for ALL families to introduce them to the new incentives. Use it at the start of programming or as an additional reminder throughout the program.*

## **Template Message:**

Hi Springboard Family! Springboard is rolling out new rewards in partnership with Tango, an online rewards platform with access to dozens of national vendors. If your child earns more than Tier 1 (Books) rewards, you will receive a brochure from Springboard Collaborative at or after the end of your program. Brochures will contain a unique code that can be used to redeem a specific reward amount for gift cards on the Tango website. Questions? Contact your child’s Springboard teacher or Program Leader and keep an eye out for additional resources!

# Tango Physical Reward Arriving Message: Send Out AFTER Data Clean up Week

*Note: This message is intended for ALL families. It is meant to alert them to check their emails for resources to redeem and for the brochure at the LBC if their child earns one. Use it as a general announcement at the end of programming or as a general reminder for families to redeem their Tango rewards after the end of programming.*

## **Template Message:**

Congratulations on completing your Springboard program! If your child earned more than Tier 1 rewards, you'll receive a brochure containing your child’s unique code and Tango reward amount at or after the end of your program. Make sure to take a picture of the brochure in case you lose it! Once you have received your brochure, please redeem your Tango reward as soon as possible at the link: [www.rewardlink.io/redeem](https://www.canva.com/design/DAFzI4d5-Ws/nk9_0en_LuY-yqTLVemv1Q/edit). Tango rewards expire within three months of receiving them. To review the steps to access your Tango reward, check your email for an email from: [Insert Email Here] for links to the Tango Brochure Guide for Families.

# Tango Physical Redemption Reminder: Send 1 week after Data Completion

*Note: This message is intended only for families that have received Tango Digital Rewards. It is meant to alert them to check their emails for resources to redeem and for the email containing their rewards. Notify your Program Director if you cannot separate digital incentive-earning families (Tier 2 or higher) from non-digital incentive (Tier 1) earning families.*

## **Template Message:**

Reminder: Your child earned a Tango reward! You should have received a brochure at or after the end of your program. To review the steps to access your reward, check your email for an email from: [Insert Email Here] for links to the Tango Brochure Guide. Please redeem your reward as soon as possible, Tango rewards expire within three months of receiving them. If you need help redeeming your reward, contact Tango Support at [www.help.tangocard.com](http://www.help.tangocard.com). If you have already redeemed your child’s Tango reward, please disregard this message.