



CONSORTIUM
OF FLORIDA EDUCATION
FOUNDATIONS

Statewide Reach. Local Impact. For Students.

LeaderinMe®

Attendance Awareness Toolkit

September is Attendance Awareness Month.

This toolkit offers simple resources education partners can use to keep attendance visible, engage community partners, and connect regular attendance to learning, relationships, and workforce readiness.

Attend Today. Lead Tomorrow.



Why Attendance Matters

Attend Today. Lead Tomorrow.

Every school day gives students the chance to learn, build confidence, connect with teachers and friends, and discover what is possible for their future.

Regular attendance helps students stay engaged in learning from the early grades through graduation. Chronic absence means missing 10% or more of the school year for any reason, which can add up to about two days each month. In Florida, about 31% of students were absent 10% or more of the school year in 2023-24, showing that attendance is an opportunity for every community to support student success.¹

There is also encouraging momentum. Nationally, chronic absenteeism decreased from about 31% in 2021-22 to 28% in 2022-23, a reminder that positive attention, strong family partnerships, and community support can make a difference.²

Attendance Awareness Month is an opportunity for families, schools, foundations, and community partners to work together so every student has the support and encouragement to show up, participate, lead, and keep moving toward success.

How to Use This Toolkit

September is Attendance Awareness Month.

This toolkit gives education partners ready-to-use materials to help share the importance of regular school attendance. The goal is to help keep attendance visible, positive, and community-centered throughout September.

Use the full toolkit or choose what works best for your community, including social media posts, student contest information, newsletter language, sample emails, and an email signature badge.

¹ 1 Florida Department of Education, *Absent 21+ Days and Absent 10% or More Comparison, 2023-24*; U.S. Department of Education, *Chronic Absenteeism*.

² Florida Department of Education attendance data, *Absent 21+ Days and Absent 10% or More Comparison, 2023-24*; U.S. Department of Education, *Chronic Absenteeism*.

Quick Ways to Participate

Share the Attendance Awareness Month badge.

Send the campaign badge to staff, board members, district partners, and community partners so they can help create a visible, consistent message throughout September. The badge can be used in email signatures, newsletters, websites, partner updates, and social media posts.

Share talking points with key audiences.

Use the talking points with staff, board members, district leaders, school teams, donors, business partners, civic organizations, and community groups. These messages are designed to make it easy for trusted local voices to talk about attendance in a positive, student-centered way.

Post on social media.

Use the sample Facebook, Instagram, and LinkedIn posts throughout September. Education partners may post directly, adapt the language for their local community, or share the posts with others who want to help amplify Attendance Awareness Month.

Include attendance messaging in regular communications.

Add the newsletter language or a shorter attendance message to September newsletters, board updates, donor communications, district partner emails, or community announcements.

Promote the student contest.

Share the Leaders Show Up! Attendance Awareness Student Poster and PSA Contest with schools, districts, families, youth-serving organizations, and community partners. The contest gives students an opportunity to use their own voice to show what they love about coming to school and why showing up matters.

Invite partners to help spread the word.

Education partners may ask board members, district partners, businesses, chambers, civic groups, faith-based organizations, and other community partners to share the campaign badge, social media posts, newsletter language, or contest information with their own networks.

Use what works for your community. Education partners are encouraged to pick and choose the tools that best fit their capacity, audience, and local partnerships.

Email Badge

Attendance Awareness Month badge

Please share this graphic with your foundation staff, board members, district partners, and community partners and encourage them to use it during September. It can be added to email signatures, newsletters, websites, partner updates, and social media posts to help show community-wide support for Attendance Awareness Month.

Download the full size badge [HERE](#)

Download the signature line badge [HERE](#)

ATTEND TODAY. LEAD TOMORROW.



Messaging

Talking Points

Use these talking points with foundation staff, board members, district partners, donors, business leaders, civic groups, and community partners. Education partners may use the full set or choose the messages that best fit their audience.

Education partners can help keep the message visible.

Education partners are trusted by their community. By sharing positive attendance messages throughout September, you can help students, families, schools, and community partners see regular attendance as part of student success and future opportunity.

- **Attendance is about connection, not just a number.** When students are in school regularly, they build relationships with teachers, classmates, coaches, mentors, and other adults who help them stay engaged, grow in confidence, and develop the skills to lead and support others.
- **Missing 10% of the school year may sound abstract, but it can add up to just one or two days a month over time.** That is a simple way to help families and community members understand why every day matters and how regular attendance gives students more opportunities to learn, participate, and grow as leaders.
- **Attendance connects directly to workforce readiness.** Showing up regularly helps students practice leadership habits employers value, including reliability, responsibility, communication, teamwork, problem-solving, and persistence.
- **Students are more likely to attend when school feels meaningful.** Clubs, athletics, mentoring, career programs, the arts, leadership opportunities, and strong relationships give students more reasons to be excited about school while helping them discover their strengths, use their voice, and make a difference.
- **Attendance is stronger when families have support.** Simple routines, clear communication, transportation plans, and trusted relationships can help make regular attendance more manageable, giving students consistent opportunities to learn, build confidence, and develop leadership skills.

Social Media Messaging – [Download the Graphics here](#)

Facebook

Before students can lead tomorrow, they need opportunities to learn, connect, and grow today. During Attendance Awareness Month, we're celebrating the power of showing up and the leadership skills students build one day at a time.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #AttendTodayLeadTomorrow #StudentSuccess #LeaderInMe

When students are in school, they are building more than academic skills. They are building confidence, friendships, routines, and leadership skills that help them succeed in school, support others, and prepare for the future.

Let's celebrate every day students show up ready to learn.

#AttendanceAwarenessMonth #AttendTodayLeadTomorrow #EveryDayMatters #LeaderInMe

Just one or two days a month can add up over the school year. Attendance Awareness Month is a great reminder that every day in school helps students stay connected, keep learning, build leadership skills, and prepare for what comes next.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #AttendTodayLeadTomorrow #FloridaStudents #LeaderInMe

Instagram

Big dreams start with small daily wins. ✍️

Every school day helps students learn, build confidence, grow as leaders, and move one step closer to their future.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #AttendTodayLeadTomorrow #StudentSuccess #LeaderInMe

Show up. Connect. Learn. Lead. 🌟

Attendance Awareness Month celebrates the power of being present and the opportunities each school day brings to build skills, strengthen relationships, and grow as a leader.

#AttendanceAwarenessMonth #AttendTodayLeadTomorrow #EveryDayCounts #LeaderInMe

Every day in class is a chance to ask a question, make a connection, try something new, help others, and build leadership skills. That's the power of showing up.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #StudentSuccess #AttendTodayLeadTomorrow #LeaderInMe

LinkedIn

Attendance is a workforce readiness issue.

When students attend school regularly, they build habits and leadership skills that carry into college, careers, and life, including reliability, responsibility, communication, teamwork, and persistence.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #WorkforceReadiness #StudentSuccess #LeaderInMe

Every school day helps students build the skills, confidence, relationships, and leadership habits they need for the future workforce.

During Attendance Awareness Month, business and community leaders can help reinforce the value of regular school attendance and the role it plays in preparing students to contribute, collaborate, and lead.

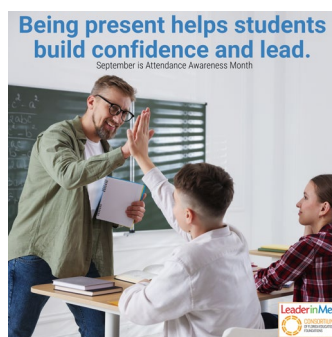
#AttendTodayLeadTomorrow #AttendanceAwarenessMonth #WorkforceDevelopment #LeaderInMe

Strong communities help students see that their presence matters.

Regular attendance connects students to teachers, mentors, programs, and opportunities that support academic growth, leadership development, and long-term success in the workforce.

Attend Today. Lead Tomorrow.

#AttendanceAwarenessMonth #StudentSuccess #CommunityImpact #LeaderInMe



[Download social media graphics here](#)

Newsletter

Two days a month may not sound like much, but over a school year, it can add up quickly.

Missing just 10% of the school year, or about 18 days, is considered chronic absence. That includes excused absences, unexcused absences, illness, appointments, transportation challenges, or any other reason a student may miss school.

September is Attendance Awareness Month, a time to remind students, families, schools, and communities that every day in school helps students stay connected, build confidence, develop leadership skills, and keep moving toward their future.

Attendance is about more than being counted in class. It is about learning, belonging, relationships, and practicing the habits that support success in school, leadership, work, and life.

This September, help share a simple message:

Attend Today. Lead Tomorrow.

Together, we can help students show up, stay connected, grow as leaders, and prepare for what comes next.

Attendance Awareness Student Art and PSA Contest

Student voice is an important part of Attendance Awareness Month. This contest invites Florida students to share, in their own words and creativity, what they love about coming to school and why showing up matters.

Education partners are encouraged to share this opportunity with district partners, schools, families, and youth-serving organizations.

Contest at a Glance

Theme: Show what you love about coming to school and why showing up matters

Who can enter: Florida students in grades K–12

Poster contest: Grades K–2, 3–5, 6–8, and 9–12

PSA contest: Grades 6–8 and 9–12

Deadline: September 30, 2026

Winners announced: October 13 at the Consortium’s ConnectED conference

Required: Digital submission and completed entry form

Contest details and to submit entries: <https://educationfoundationsfl.org/attendance-awareness-contest/>



CONSORTIUM OF FLORIDA EDUCATION FOUNDATIONS PRESENT

Attend Today. Lead Tomorrow

ATTENDANCE AWARENESS POSTER CONTEST

FOR GRADES K-2 AND 3-5
Contest Deadline September 30th

The Consortium of Florida Education Foundations and Leader in Me invite Florida students to celebrate Attendance Awareness Month. Students are encouraged to create original artwork that shows how school helps them learn, connect with friends and teachers, explore their interests, and prepare for their future.

Attendance builds leadership. Leaders show up.

CONTEST DATES SEPTEMBER 1-30

GRADE CATEGORIES	THEME	ENTRY
K-2 3-5	Show how coming to school helps you learn, lead, and grow.	Create an original hand-drawn or digital poster

Theme Ideas

- Learning something new
- Helping a friend
- Working with classmates
- Building confidence
- Reaching a goal
- Dreaming about the future

CONTEST RULES & HOW TO ENTER

Scan the QR code or visit <https://bit.ly/26ATTEND>
See website for complete rules and entry requirements

PRIZES
WINNER \$100
LEGO GIFT CARD
RUNNER-UP \$50
LEGO GIFT CARD
Awarded for each grade category



CONSORTIUM OF FLORIDA EDUCATION FOUNDATIONS PRESENT

Attend Today. Lead Tomorrow

ATTENDANCE AWARENESS POSTER & PSA CONTEST

FOR GRADES 6-8 AND 9-12
Contest Deadline September 30th

The Consortium of Florida Education Foundations and Leader in Me invite Florida students to celebrate Attendance Awareness Month by showing how being present helps them reach their goals, develop their strengths, and make a difference in their schools and communities.

Students are encouraged to create original artwork or a short public service announcement (PSA) that shows how school helps them learn, connect with friends and teachers, explore their interests, and prepare for their future.

Attendance builds leadership. Leaders show up.

GRADE CATEGORIES	THEME	CHOOSE YOUR ENTRY
6-8 9-12	Show how coming to school helps you learn, lead, and grow.	Poster Contest Create an original hand-drawn or digital poster PSA Contest Create a video PSA, 60 seconds or less as an individual or as a team

CONTEST RULES & HOW TO ENTER

Scan the QR code or visit <https://bit.ly/26ATTEND>
See website for complete rules and entry requirements

PRIZES
WINNER \$250
GIFT CARD
RUNNER-UP \$100
GIFT CARD
Awarded for each grade category

[Download K-5 Poster](#)

[Download Middle & High School Poster](#)

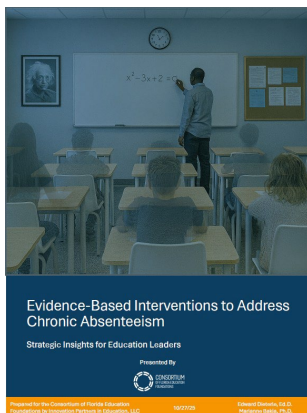
About This Toolkit

Created by the Consortium of Florida Education Foundations in partnership with Leader in Me®, this toolkit helps education partners promote Attendance Awareness Month throughout September. Regular attendance gives students more opportunities to learn, build confidence, strengthen relationships, and develop the habits that support leadership in school, work, and life.

Below, readers will find additional information about Leader in Me, along with a report developed by the Consortium and several local education foundations working together to strengthen student attendance across Florida.

Leader in Me® is FranklinCovey Education's whole-school leadership framework, impacting more than 200 schools across Florida and 8,000 schools worldwide. Leader in Me empowers students, educators, and families to build the leadership, life, and academic skills needed to thrive in school and beyond. Grounded in research and principles from *The 7 Habits of Highly Effective People®*, Leader in Me helps create strong school cultures where every student is recognized as a leader with unique strengths and potential. Through *The 4 Disciplines of Execution® for Educators (4DX®)*, schools identify Wildly Important Goals, focus on high-impact academic priorities, measure progress, and drive meaningful results. We are proud to partner with the Consortium to expand awareness and opportunities across Florida. Funding is currently available for Florida schools interested in bringing Leader in Me to their school community. Visit our [Research Hub](#) to explore the evidence behind Leader in Me, and [complete our interest form](#) to learn more about sponsorship opportunities and receive a complimentary *Leader in Me* book.

Read Leader in Me's [Building School Cultures Where Students Show Up](#) research brief.



The Consortium and several member education foundations are helping lead efforts to better understand and improve student attendance across Florida. Grounded in extensive research, expert insight, and community experience, this report explores the complex factors that influence attendance and identifies practical approaches centered on relationships, local partnerships, engaging school experiences, and continuous improvement. It offers education leaders a stronger foundation for creating strategies that reflect the needs of their students, families, schools, and communities. Special thanks to the support of the Helios Education Foundation for supporting the Consortium and its members conducting this important work.

Click [Here](#) for the full report

Click [Here](#) for the executive summary