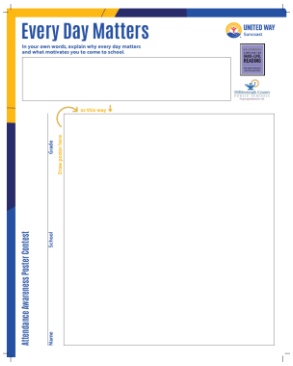
Hillsborough Campaign for Grade Level Reading

Bright Spot: Every Day Matters Attendance Awareness Poster Contest

The Hillsborough Campaign for Grade Level Reading will launch its 4th Annual Poster Contest in Fall 2026! The contest is held in partnership with Hillsborough County Public Schools and supports the district's "Every Day Matters" attendance campaign. The goal is to increase community awareness around the importance of consistent school attendance.

United Way Suncoast and the Hillsborough Campaign for Grade Level Reading created a poster template that gives students an opportunity to express, through writing and artwork, why they love coming to school.



Poster Template

The cost for this project includes poster template printing, prize baskets, ribbons, and certificates.

Hillsborough County's Attendance Coordinator is our key contact for this project. He is a consistent participant in campaign meetings and shares attendance data and school district updates. The School District's Communications department also plays a vital role in sharing this opportunity through social media and other outreach channels.

Poster templates and guidelines are distributed to school administrators. The Attendance Coordinator receives all poster submissions through school mail. Following two rounds of internal judging, selected finalists advance to a student judging round. One winner is chosen from each division: elementary, middle, and high school.

Winners are announced in October and receive a ribbon, certificate, and prize basket in recognition of their achievement.

Fall 2025 winner, Frank

Future expansion of this project could include additional marketing to encourage participation, enhanced prizes, and greater media recognition.

If you would like to learn more about this project, please reach out to Allison Welter, Director, Education at United Way Suncoast: awelter@uwsuncoast.org