

CULTURE QUESTS

Start The Year Guide For G-Force Advisers

Welcome to another exciting year of Culture Quests—monthly missions designed to inspire appreciation, kindness, and connection across your school! As the G-Force Adviser, you play a key role in bringing these quests to life and building a culture where students and staff feel seen, valued, and empowered. Here's everything you need to know to get started strong:

What to Expect Each Month

Each Culture Quest is designed to be simple, impactful, and easy to implement. Every month, you'll receive a Quest Packet that includes:

- Instructions for that month's quest
- A poster to hang up in a visible location
- PA announcements to be read throughout the month
- Social media post templates you can use to share the excitement
- List of supplies you will need to procure in order to carry out the Culture Quests



Create a Consistent Culture Quest Location

We recommend designating a central location at your school for all Culture Quest activity—like a bulletin board, display table, or wall outside the office or cafeteria. Many quests will involve:

- Students signing up
- Turning in notes, forms, or submissions
- Picking up materials

When the location is always the same, students and staff will know exactly where to go without needing reminders each time.

[Get All Downloads HERE!](#)

Budget For The Year

There may be different ways to utilize funds for additional activities but be sure to budget for the Culture Quests first. See the Budget Considerations Sheet on the next page.

OPTIONAL: Offer additional prizes as inventive to participate. They can be small prizes like school swag, gift cards, or fun privileges. Even something simple can go a long way!



Be Consistent & Keep It Visible

- Hang the posters in the same spots each month.
- Make announcements regularly to remind and motivate.
- Use social media to share what your school is doing—this helps spread the impact to families and the wider community.

Post Your Photos!

We love seeing what your school is doing! Share photos and success stories to ensure your eligibility for future Culture Grant funds.



Culture QUESTS

2025 BUDGET Considerations



Birthdate Box - Sept

- Supplies for posters, markers, entry cards, supplies to decorate box
- Prizes for random drawing. The number and amounts of the prizes depend on the size of the school.



Bravo Board - October

- Supplies for the G-Force to decorate the bulletin board and purchase cards
- Prize(s) for Random drawing



Thankful Thursdays - Nov

- Something to be grateful about?
- Zero dollars required!



Holiday Cards - Dec

- Supplies to purchase cards and card making supplies



Culture Bingo - Jan

- Purchase Bingo cards (\$10 for 500 on [Amazon](https://www.amazon.com)) and for prizes for the Bingo drawing



Kindness Chain - Feb

- Strips of paper, Pens, Tape
- Supplies to decorate the box



Sticker Day - March

- Cost of Printed Stickers - [Vistaprint.com](https://www.vistaprint.com)
 - (1000 stickers - \$145 + shipping)
- Or try to print directly from Canva
- Option - get local printer to donate



Shout Out Monday - April

- Shouting out a "Woot Woot!"
- Zero dollars required!"



Awards Day - May

- Certificates or supplies to print your own
- Pizza party or celebration for G-Force

Utrust.org



BirthDATE BOX

Sign up TODAY to participate in
The BirthDATE Challenge! Make a
commitment to change our school
culture to one of wild gratitude!

YES!
I'm In!

TEACHERS

STUDENTS

STAFF

The
BIRTHDATE
CHALLENGE

INSTRUCTIONS FOR G-FORCE ADVISERS

BirthDATE BOX

HOW IT WORKS

Students will commit to participating in the BirthDATE Challenge throughout the year, by placing a note in the Birthdate Box.

BUDGET CONSIDERATION:

Supplies to create the Birthdate Challenge Box and any prizes for the contest.

SUPPLIES NEEDED:

G-Force Adviser to procure needed supplies for posters, markers, entry cards, supplies to decorate box and other supplies for the G-Force.

DECORATE!

G-Force creates and decorates the Birthdate Challenge Box.

SHOW IT OFF!

Place the box in a common area (front hall, outside admin office or cafeteria).

PUT UP POSTERS!

G-Force puts up the posters to encourage participation.
[Download Poster](#)

MAKE ANNOUNCEMENTS!

G-Force will make announcements over the PA to promote the Birthdate Challenge Box.
[Download Announcements](#)



SOCIAL MEDIA

Person who handles social media can post the provided graphics and suggested text posts to promote to the community. (Optional)
[Download Social Media Graphic](#)

MAKE A COMMITMENT!

Students & Staff can put their name on a card and drop it in the box, to commit to doing the Birthdate Challenge each month

MAKE IT A CONTEST!

Entries can be part of a random drawing for prizes!
(Number and amounts of the prizes depend on the size of the school. - Optional)

SHARE IT!

Use Hashtag **#CultureQuestSeptember**
Post pix from the activity you did at your school to the [Utrust Coordinators Facebook Group](#)

WHAT IS THE BIRTHDATE CHALLENGE?

Each month on the date of their birthday, students and staff will show kindness to one student and one staff member on that day. Example: Your birthday is May 17th, so every month on the 17th, you would show kindness.



ANNOUNCEMENTS

Birth **DATE**
BOX

The **BIRTHDATE**
CHALLENGE

Student 1: Hey [School Name]! Ready to make a positive impact this year—no candles or cake needed?

Student 2: I'm always ready! Is there cake, though?

Student 1: Even better! We're launching the Birthdate Challenge, starting with the Birthday Box—and guess what, there's a chance to win awesome prizes, too!

Student 2: Wait... did you say prizes? Count me in! What's the Birthday Box all about?

Student 1: It's simple—and sweet! Just make a pledge to participate in the Birthdate Challenge all year long. Oh, and did I mention you could win a prize just for pledging?

Student 2: Okay, but what's the Birthdate Challenge? Is it like a piñata situation, except with prizes instead of candy?

Student 1: Close! It's even more fun. My birthday is May 12, so every month on the 12th, I'll take time to appreciate one student and one staff member and spread kindness like it's confetti!

Student 2: That's a piece of cake! So how do I sign up for this?

Student 1: The Birthday Box is right [location of the box]. Just put your name on a card, drop it in, and you're officially in the challenge! You'll be committing to share kindness and appreciation on your birthdate every month—and you might just win a prize for doing it!

Student 2: I'm in! This sounds even better than a birthday cake. Let's brighten up the school year.

Student 1: Who's ready to pledge? Let's sprinkle kindness like confetti!



SOCIAL MEDIA POST

Birth **DATE** **BOX**

The **BIRTHDATE** **CHALLENGE**

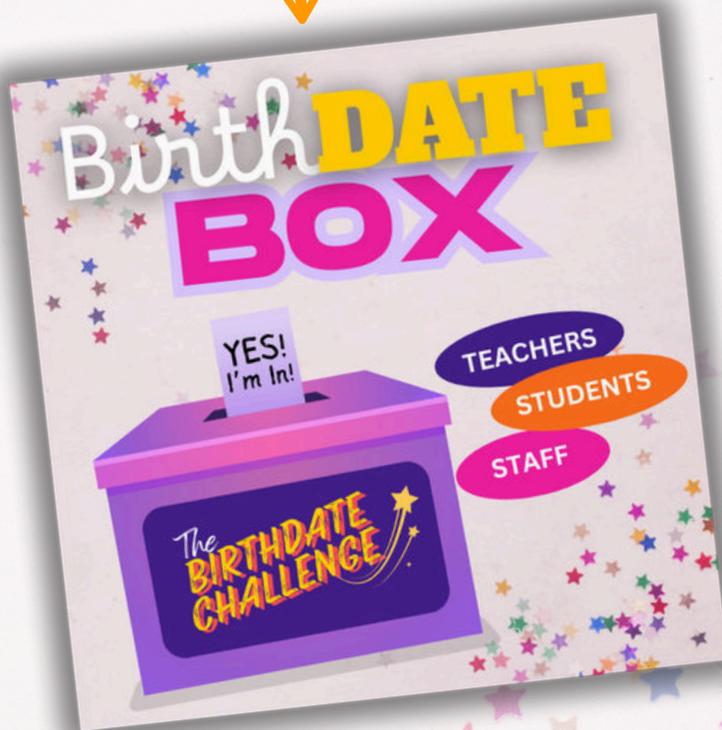
OPTIONAL: Use the pre-made graphic ([download here](#)) and the below suggested text to copy and paste into your social media posts. Feel free to create your own social content around this Quest!

SOCIAL MEDIA POST TEXT:

🎉 This month at our school, we are asking students and staff to pledge participation in **The Birthdate Challenge** each month to show appreciation to other students and staff on their birth date!

And everyone in our community is invited to join! Parents and local businesses are encouraged to show appreciation to others on their birthDATE each month throughout the year. Example: If your birthday is May 17th, you'll show kindness every month on the 17th! 🙌

#BirthdateChallenge #SpreadKindness
#UtrustCulture
#CultureQuestSeptember



The Utrust *Culture*
INITIATIVE