

# carrot


r e w a r d s

**Affordable, Effective & Engaging  
Primary Rewards System**

[www.carrotrewards.co.uk](http://www.carrotrewards.co.uk)

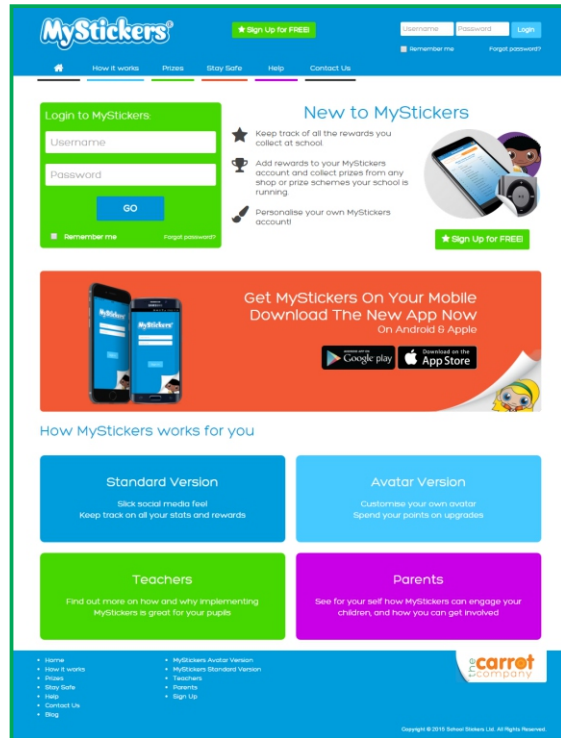
# What is Carrot Rewards

- Carrot Rewards was created by School Stickers Ltd- the UK's leading provider of rewards to schools. We provide a family of fun and effective reward tools to over 10,000 schools across the UK and the rest of the world.
- Designed by teachers, for teachers
- Affordable, effective and engaging online rewards system
- Drive positive behaviour
- Save time and effort tracking and managing your rewards
- Centrally managed system that ensures a consistent approach from teachers
- A flexible and customisable school rewards solution.



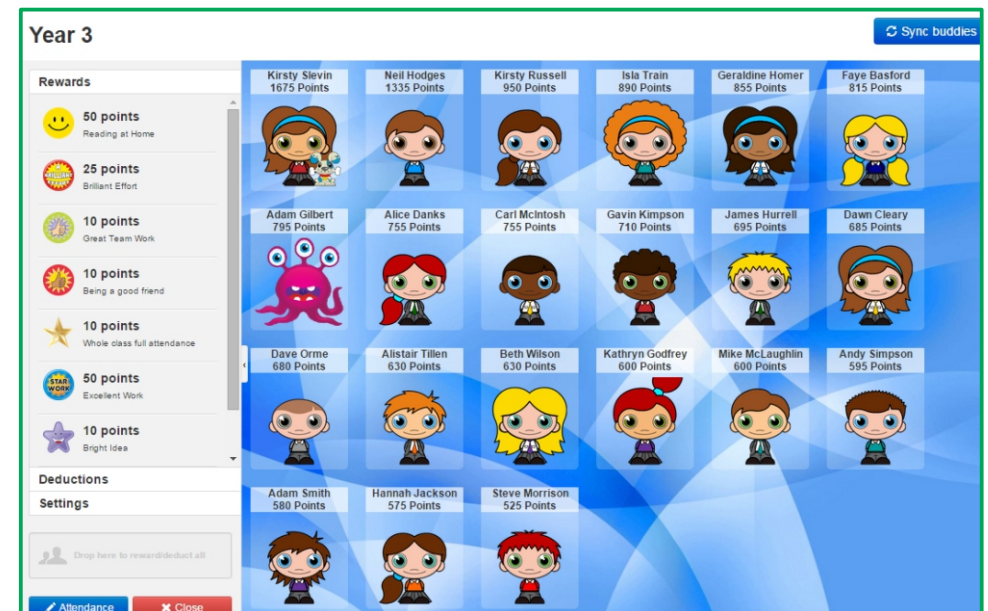
The screenshot displays the Carrot Rewards website interface. At the top, there is a navigation bar with the Carrot Rewards logo and links for Home, How Carrot Works, Get Started, What Teachers Say, Research, About Carrot, and Contact Us. Below the navigation bar is a large banner for an "Online Demo" with a registration form for Name, Email, and Phone, and a "Submit" button. The banner text reads: "Carrot Rewards is a cost effective, easy to use and effective rewards package that can be tailored to Primary and Secondary Schools." Below the banner are three columns representing different school types: PRIMARY (Low cost, easy to use, Primary School rewards packages from £795), SECONDARY (Effective & engaging, great value Secondary School rewards packages from £1495), and ACADEMY GROUPS (Ensure best practice across your group with our personalised rewards solutions). Each column has a "Find Out More" button. Below this is a "KEY FUNCTIONS" section with four icons and descriptions: Reporting (data provided by Carrot Rewards gives the school valuable insight into the behaviour of students), Competitions (Our competitions can be targeted down to class level and are very quick and easy to set up), Milestones (Automate the time consuming job that is tracking key milestones, let Carrot do it for you), and Shop (Carrot Rewards gives all schools their own Shop. This can be filled with prizes from any source, we do not make you purchase them from us!). Each function has a "See How" button.

# How Does it Work?

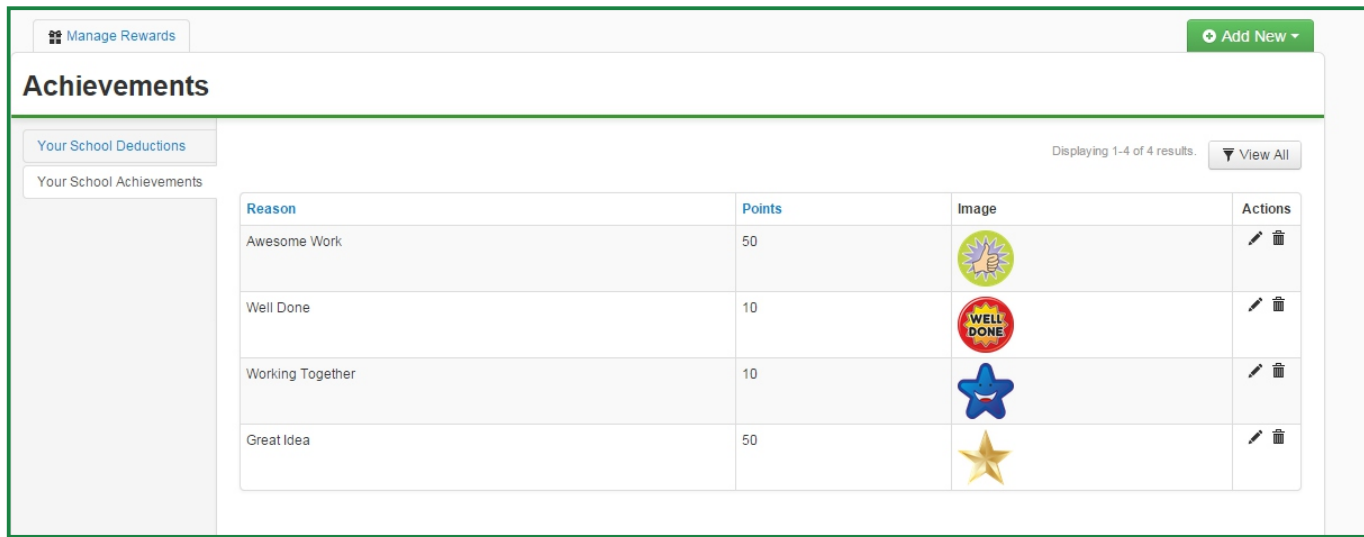


- We upload all teachers and classes and create accounts for all pupils
- Your pupils can then log into their MyStickers accounts and can fully personalise their backgrounds and avatar buddies.

- Your teachers will log in to Carrot Rewards, which is the management interface for the school and acts as a birds eye view where teachers can give out achievements/ deductions via their virtual classroom.

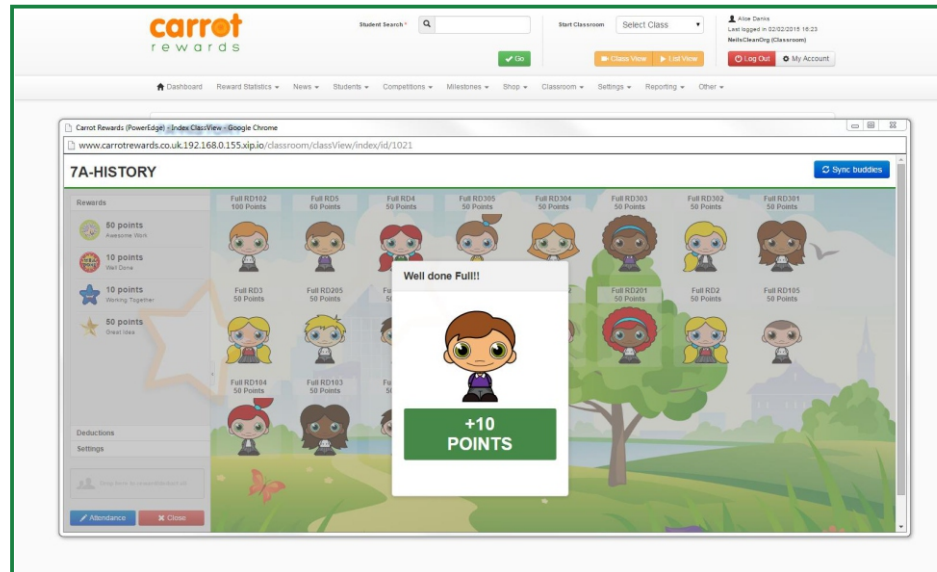


# How Does it Work? Cont...



➤ Create your own personalised achievements- or deductions

➤ Simply drag and drop your rewards for every achievement or behaviour you wish to award



# MyStickers - Student Portal

- All pupils are set up with their own MyStickers reward account, where they can keep up to date with their achievements and personalise their avatars.
- Pupils can use points to purchase items for their avatar buddy
- Pupils can see their achievements given out by teachers
- Pupils can track points and see leaderboards for any competitions
- Access online reward shop if activated by the school
- All a bit of fun and really gets the students involved

**MyStickers**

Home Achievements Shop News Leader Boards My Details Logout

Buy Buddy Items

Account Overview

Your Reward Feed

Here is your latest reward!

My Points

Points Total  
1645

Total points you have earned

Points Spent  
75

Total points you have spent

Current Balance  
1570

Total points left to spend

**MyStickers**

Home Achievements Shop News Leader Boards My Details Logout

Show Buddy

My Leader Boards

National Leader Boards

You can take part in the National Prize Draw

The current MyStickers National Leader Board draw is for 09/06/2016 - 31/07/2016

View the latest prizes here

Displaying 1-6 of 6 results

Position	Name	Total Entries
1	Faym Almy	3
2	Amym Bar	761
3	Eve Ruz	14
4	Alym She	1
5	Emm Rut	11
6	Katm Xym	7
7	Loum Oym	1
8	Harm Sid	8
9	Sam Fym	1
10	Harm Xym	0

Please note all leader boards are updated overnight - so any scores logged today will not show in your leader boards until tomorrow.

My Points

Points Total  
1645

Total points you have earned

Points Spent  
75

Total points you have spent

Current Balance  
1570

Total points left to spend

# Carrot Rewards

- Management interface for teachers
- Key functionality to engage and motivate pupils
- List view or full screen class view
- Create and personalise your rewards
- Easily track and reward behaviour, effort and attendance
- Set milestones, competitions and run an online rewards shop
- Detailed reporting by subject, form, year, house and individual pupil level
- Target different year groups/students
- Utilise seven unique fields to track data on pupil groups relevant to your school
- Send out news to students and parents

## Birds Eye View

The dashboard is organized into several sections:

- Dashboard** (Home icon)
- Reward Statistics** (Bar chart icon):
  - Points by Student
  - Points by Year
  - Points by Form
  - Points by House
  - Points by Classroom
- Unique Label Reward Statistics** (Bar chart icon):
  - Pupil Premium
  - SEN
  - Free School Meals
  - Gifted & Talented
  - Unique5
  - Unique6
  - Unique7
- News** (Newspaper icon):
  - Manage All News
  - Add Student News
  - Add Parent News
- Students** (Group of people icon):
  - View All
  - Add New
  - Bulk Delete/Drop
  - Import from CSV
- Classroom** (Classroom icon):
  - Start Classroom
  - Manage Classrooms
  - Add Classroom
  - Export Classroom Data
- Settings** (Wrench icon):
  - Settings
  - Carrot Rewards
  - MyStickers
  - Students
  - SIMS
  - API
  - Rewards Management
- Competitions** (Trophy icon):
  - View All
  - Add New
  - Duplicate Competition
- Milestones** (Star icon):
  - View All
  - Add New
- Shop** (Shopping cart icon):
  - Manage Products
  - Manage Purchases
  - Queued Purchases
  - Purchase Report
  - Student Balance Report
- Reporting** (Downward arrow icon):
  - Export Data
  - Export Comments

The 'Birds Eye View' interface displays a grid of student avatars, each with their name and current points. The background features a colorful illustration of a park with a tree, a path, and a city skyline.

Student Name	Points
Kirsty Stevin	85 Points
Nell Hodges	50 Points
Kirsty Russell	50 Points
Isla Train	50 Points
Geraldine Homer	50 Points
Faye Baxford	50 Points
Adam Gilbert	125 Points
Carl McInbosh	50 Points
Alice Danks	50 Points
Gavin Kingson	50 Points
James Hurrell	50 Points
Dawn Cleary	50 Points
Dave Orme	50 Points
Alivair Tilden	50 Points
Beth Wilson	50 Points
Kathryn Godfrey	50 Points
Mike McLaughlin	50 Points
Andy Simpson	50 Points
Adam Smith	50 Points
Hannah Jackson	50 Points
Sirva Morrison	50 Points

On the left side, there is a 'Deductions' section with two items:

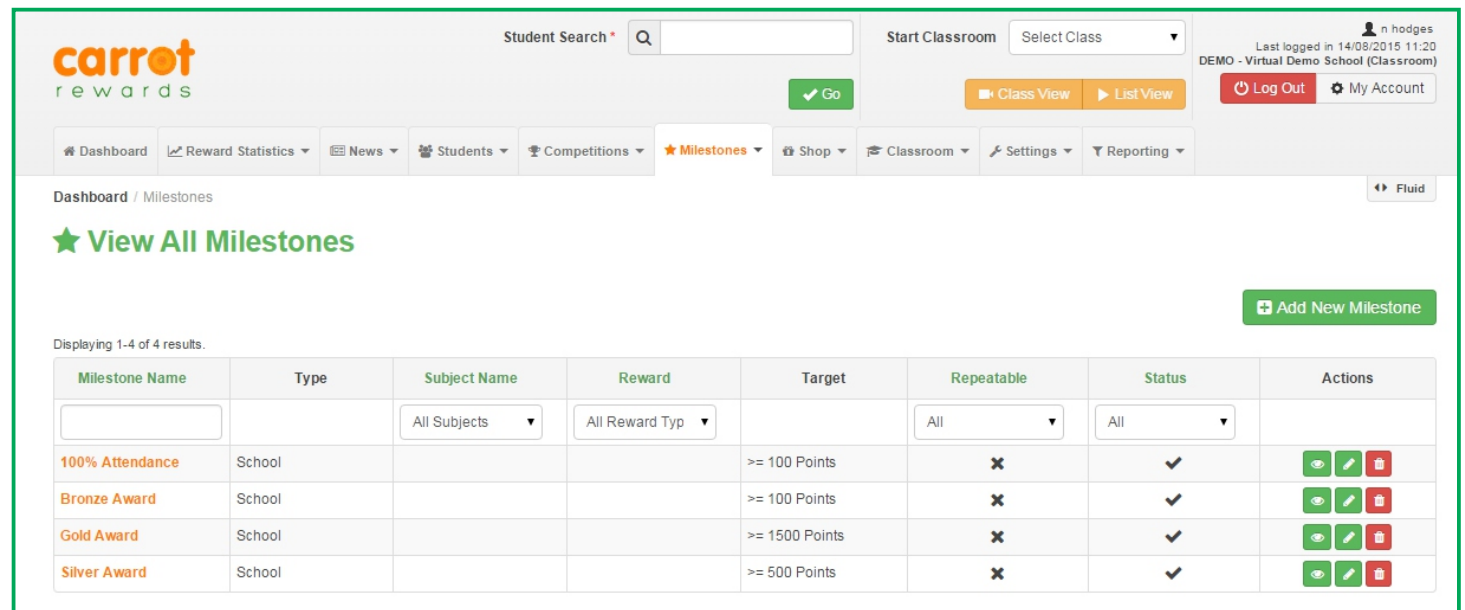
- 10 points (Insufficient work)
- 10 points (Disruptive behaviour)

At the bottom left, there is a 'Settings' section with a 'Shop link to shop.products.carrot.rewards' and two buttons: 'Attendance' and 'Close'.

# Key Tools to Engage Students

## 1) Set Milestones

- Milestones give students something to work towards; tracking milestones on Carrot is so easy!
- Allows you to track your pupils important achievements and set up automated alerts to notify you when they have been reached.
- NO MORE SPREADSHEETS!
- Good example of a milestone would be students hitting bronze (25 points), silver (50 points) & gold (100 points)



The screenshot shows the Carrot Rewards dashboard. At the top, there is a navigation bar with the Carrot Rewards logo, a student search bar, and a 'Start Classroom' dropdown. Below the navigation bar is a menu with options like Dashboard, Reward Statistics, News, Students, Competitions, Milestones (highlighted), Shop, Classroom, Settings, and Reporting. The main content area is titled 'Dashboard / Milestones' and features a 'View All Milestones' link and an 'Add New Milestone' button. Below this, there is a table displaying 1-4 of 4 results. The table has columns for Milestone Name, Type, Subject Name, Reward, Target, Repeatable, Status, and Actions. The milestones listed are 100% Attendance, Bronze Award, Gold Award, and Silver Award, all with a target of 100, 100, 1500, and 500 points respectively, and a status of 'All'.

Milestone Name	Type	Subject Name	Reward	Target	Repeatable	Status	Actions
		All Subjects	All Reward Typ		All	All	
100% Attendance	School			>= 100 Points	✗	✓	👁️ ✎️ 🗑️
Bronze Award	School			>= 100 Points	✗	✓	👁️ ✎️ 🗑️
Gold Award	School			>= 1500 Points	✗	✓	👁️ ✎️ 🗑️
Silver Award	School			>= 500 Points	✗	✓	👁️ ✎️ 🗑️

# Key Tools to Engage Students

## 2) Set Competitions

- Competitions are ideal for engaging students of all ages
- You can set up whole school competitions or target different years, classes, houses, forms, subject groups
- You can set it so the overall top performer will win or as a raffle prize where the system will pick a winner.
- All competitions show up in your students MyStickers portal to add to the excitement

Some great prize ideas:

- Cinema Tickets
- Book Voucher
- Pizza Party
- Jump the Lunch Queue Pass

The screenshot displays the Carrot Rewards interface. At the top, there is a navigation bar with the Carrot Rewards logo, a search bar, and a 'Start Classroom' dropdown. Below the navigation bar is a menu with options like Dashboard, Reward Statistics, News, Students, Competitions, Milestones, Shop, Classroom, Settings, and Reporting. The main content area is titled 'View Competition - Hulk House'. It features a large green 'Open' button. To the right, there are details about the competition: 'Open to:' (blank), 'Period: 01/05/2015 - 31/08/2015', and 'Award format: Prizes are awarded to the top points scorers'. Below this is a 'Prizes' section with a dropdown menu showing 'Medal'. To the right of the prizes is a 'Leaderboard' section with a note that leaderboards are updated nightly and a 'Click Here' button to refresh. Below the note is a table with 5 columns: Position, Student, Year, House, Points, and Actions. The table contains 5 rows of data.

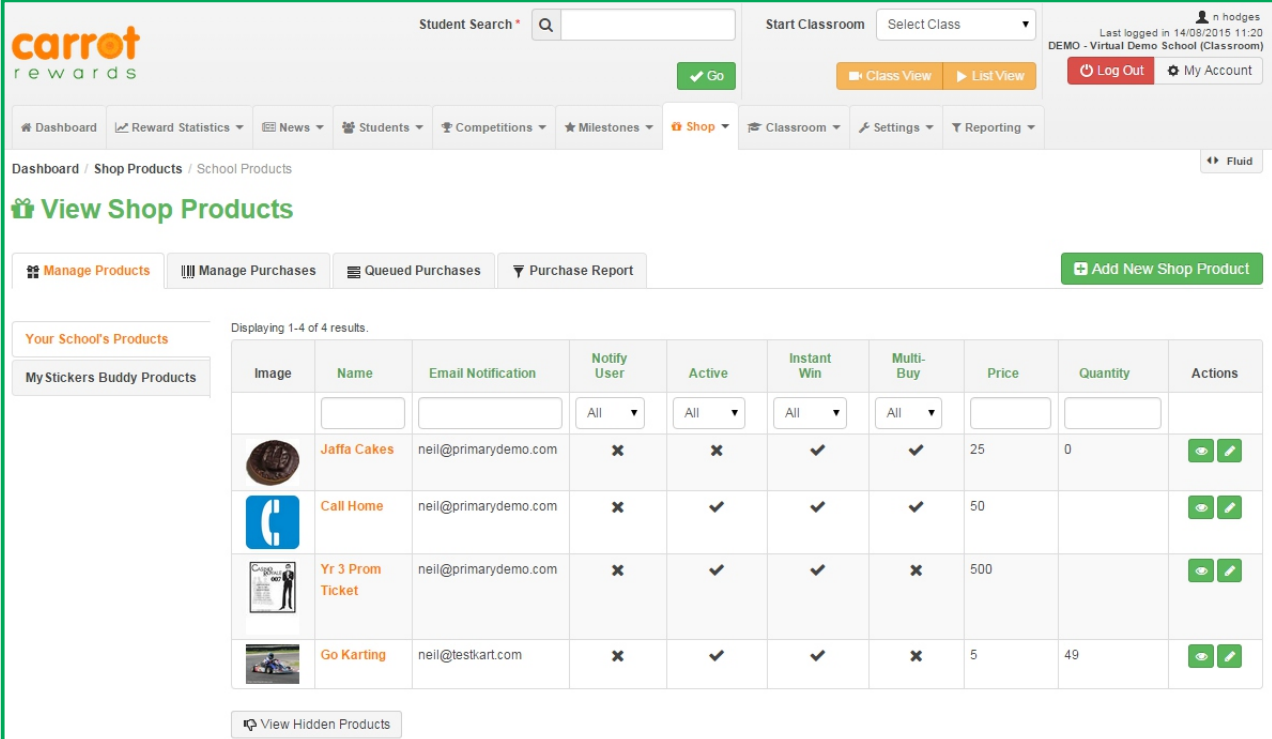
Position	Student	Year	House	Points	Actions
1	Geraldine Homer	2	HULK	705	
2	Adam Gilbert	11	HULK	685	
3	Gavin Kimpson	2	HULK	600	
4	Dawn Cleary	2	HULK	525	
5	Alice Danks	2	HULK	505	















# Key Tools to Engage Students

## 3) Online Shop

- You will have your very own school reward online shop where prizes can be filled from any source. You are in complete control of your shop
- Set prizes that your students really want
- Target different year groups with prizes that are going to appeal to them
- It's not always the big snazzy prizes that are most effective, at the moment 'jump the lunch queue' is the most popular prize across all of our Carrot Schools



The screenshot displays the Carrot Rewards online shop interface. At the top, there is a navigation bar with the Carrot Rewards logo, a student search bar, and a dropdown menu for selecting a class. Below the navigation bar, there are several tabs for managing the shop, including 'Manage Products', 'Manage Purchases', 'Queued Purchases', and 'Purchase Report'. The main content area shows a list of products for sale, with columns for Image, Name, Email Notification, Notify User, Active, Instant Win, Multi-Buy, Price, Quantity, and Actions. The products listed are Jaffa Cakes, Call Home, Yr 3 Prom Ticket, and Go Karting.

Image	Name	Email Notification	Notify User	Active	Instant Win	Multi-Buy	Price	Quantity	Actions
	Jaffa Cakes	neil@primarydemo.com	✗	✗	✓	✓	25	0	 
	Call Home	neil@primarydemo.com	✗	✓	✓	✓	50		 
	Yr 3 Prom Ticket	neil@primarydemo.com	✗	✓	✓	✗	500		 
	Go Karting	neil@testkart.com	✗	✓	✓	✗	5	49	 

# Parent Portal

The screenshot shows the MyStickers Parent Portal interface. At the top is a blue navigation bar with the MyStickers logo and links for Home, Achievements, My Details, News, and Logout. Below the navigation bar, the page is titled "Parent Portal". On the left, there is a "Your Reward Feed" section with the heading "Here's your latest rewards!". It displays a grid of six reward cards. Each card shows a reward icon (smiley face or thumbs up), the giver's name (Mrs Horner or Mr Hodges), the amount of points (50 or 25), the reward name (READING AT HOME or BRILLIANT EFFORT), and the date (5 months ago - 03/03/2015 or 16/03/2015). A "View all" link is at the bottom right of the feed. Below the reward feed is a "Your News Feed" section with a "Welcome" message dated 04/04/2012. The message says: "Thank you for signing up for our parental engagement features. We hope you like the new tools available to you. If you have any feedback at all please email enquiries@mystickers.co.uk, we would..." and includes a "Read More" link. On the right side of the page, there is a blue box for the school "primarydemo1" with the name "School: DEMO - Virtual Demo School" and a "Points Total" of "1645".

- All parents can have their own MyStickers Parent Portal
- Great links between the school, parents and students
- Parents can be notified by email or text everytime their child receives a reward or hits a new milestone
- Get parents involved with their child's learning and encourages children to achieve
- You can send instant news/ updates to parents
- Great way of starting conversations around achievement at home to add to the encouragement.

# How Do I Get Started?

- The first step in your Carrot journey is to discuss your schools requirements with one of our Carrot Advisers who can help guide you on the best way to utilise Carrot Rewards
- Once decided we will work with you to get all your teachers, students and classes set up as well as all other functionality you wish to use
- Carrot Rewards has been designed to be so easy to use, but we are here to help every step of the way

## How much does it cost?

- Set up fee Primary- £295 + VAT - includes creation of Carrot Rewards account, teacher accounts, student accounts and import of school time table
- Primary school virtual pack- £795 + VAT- unlimited rewards for the school year

