Colorado Rapids Initiative

James Madison STEAM Academy, Greeley-Evans School District 6

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In March 2026, James Madison STEAM Academy (JMSA) middle school students had an opportunity to receive a free Colorado Rapids ticket. The goal of the Colorado Rapids Initiative was to inspire middle school students to be more responsible and accountable for completing their homework.

JMSA partnered with the Colorado Rapids to reward and incentivize homework completion by giving students a Colorado Rapids ticket if they completed more than 95% of their homework in March 2026. The Parent Family Advocate at JMSA connected with a Colorado Rapids Senior Account Executive who oversaw group sales. With the help of all middle school teachers and the principal, communication was sent to families to alert them of the opportunity. A letter was sent home at the end of February to let families know this would be happening throughout March.

In April, middle school teachers sent the names of students who achieved the 95% completion rate to the Parent Family Advocate. A total of 58 students, or approximately 24% of middle school students at JMSA, met the goal and received a Colorado Rapids ticket. This incentive was designed to motivate learners, boost self-esteem, and reduce disruptive behaviors so teachers had more teaching time. Family members also received discounted tickets so they could attend together.

Feedback indicated that parents were happy their students were receiving a reward in recognition for their hard work. Many JMSA families did not have the income to attend Rapids' games or participate in other extracurricular activities. This practice gave families an opportunity to spend time with their pre-adolescent children, a critical time to strengthen family bonds, enhance communication, reduce stress, and promote emotional well-being.

Advice for replicating this practice is to communicate with the school's administration and teachers, as well as to inquire about nonprofit organizations that do partnerships like this for Title I schools.