



# **The School Communications Agency**

**Stronger Schools, Engaged Families, Successful Businesses**

# ABOUT



Individually, we are impassioned, successful entrepreneurs, community leaders, educators, parents, and friends dedicated to improving the way schools, families, and businesses connect. Together, we are The School Communications Agency.

Our free school to parent newsletters engage and inform families, generate discretionary funding and efficiencies for schools and help businesses reach that all important parent of school age children.

Our passion is to connect with like minded licensees who want to reach their potential and find success in life and business. Together we will grow to:

- Thousands of schools and millions of parents thriving and engaging together
- Millions of dollars contributed annually to schools nationwide
- Thousands of businesses reaching their target audience
- Hundreds of prosperous licensees making a significant impact on their community

# OPPORTUNITY

We create business opportunities for well qualified licensees so they can run their own School Communications Agency!

Our licensees use our tools to:

- Register schools for our free service
- Create monthly school to parent digital newsletters using school provided content
- Include local family friendly advertising sponsors to generate revenue
- Provide the digital newsletter to the school for distribution to parents
- Share a portion of their revenue with their schools and be a community hero

It's that simple!



# LICENSEE BENEFITS

## Invest in Yourself and Your Future

- Create your own income stream
- Establish resale value/nest egg
- Expansion opportunities

## Low Costs

- No upfront cash required
- Simple and inexpensive monthly license fee
- Low overhead means high margins

## A Growing Family

- You're not alone!
- Be part of a growing nationwide network of licensees

## Lifestyle

- No more working for someone else's dream to come true
- Freedom and flexibility
- Set your own your schedule
- Part time or full time involvement
- Balanced life

## Social Enterprise

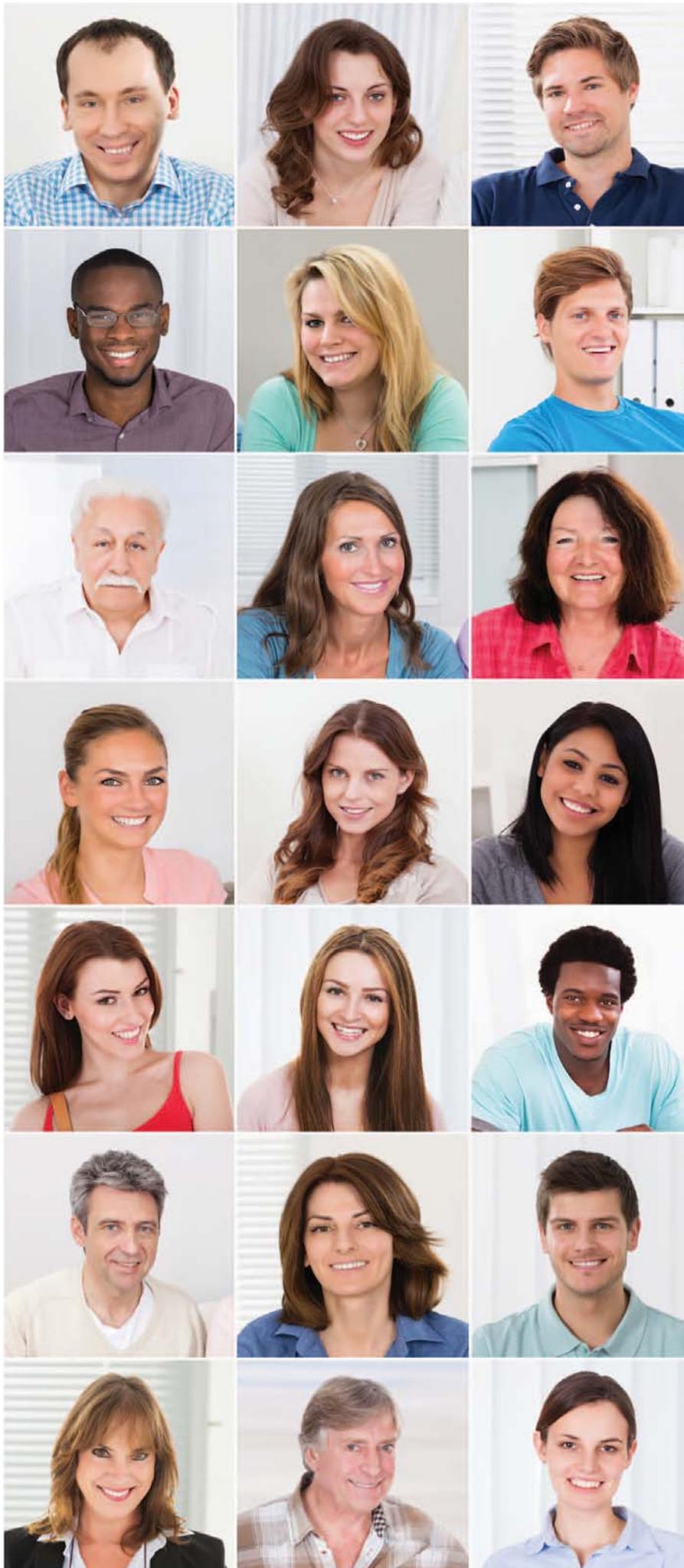
- Support YOUR COMMUNITY!
- Be a part of a company that is about much more than profits

## Gigantic Industry

- More than 100,000 schools & 28 million businesses in the U.S.



**The School  
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# WHO YOU ARE

You'll be perfect for The School Communications Agency if you are:

Willing and able to invest in your future to build your own rewarding business

Passionate about being involved & engaged in your community

Seeking flexibility & freedom

Comfortable approaching family friendly businesses to help your local schools

Able to use basic design tools or work with a designer to create your newsletters

Ready to operate a profitable social enterprise



# BECOME A LICENSEE

When you license your own School Communications Agency, you will enjoy the freedom and flexibility of running your own business with the legacy of a successful brand and proven concept.

## OWN A REAL BUSINESS

- Use of our brand including a nationally recognized name and logo
- Exclusivity to produce newsletters in your chosen school district(s)
- An opportunity to build something of value

## TOOLS AT YOUR FINGERTIPS

- Proprietary business management system
- Inclusion on our website
- Connections to a support network

## A BUSINESS IN A BOX

- Customizable marketing materials for registering schools and selling advertising
- Ideas, best practices and resources for how to make money connecting families, schools and businesses through newsletters



# COSTS

There is no upfront cost to become a School Communications Agency licensee! That's right! You can begin your journey by simply paying a small monthly license fee. Our scalable model gives you the freedom and flexibility to choose the size of your operation. Whether you want a super flexible part-time lifestyle or a large scale full time business, you can decide!

- No upfront cost or expensive start up expenses
- Your investment is a simple \$5.00 per K-12 school license fee (minimum of \$100 per month)
- Minimal overhead (typically insurance, a car and a cell phone!)

# REWARDS

Our licensees are encouraged to donate 20% of advertising revenue directly to schools as a way to support their community and grow their social enterprise.



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**NEXT STEP**  
*Follow up to learn more*

**CONTACT US TODAY!**

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