

## AFFILIATE MARKETING PROGRAM



**ACADEMY  
TUTORING+**  
Tutoring for kids / support for parents

Academy Learning **compensates our affiliate marketing partners 10% of K-12 Tutoring fees** paid in the first 12 months for one child per family registered via a custom URL regardless of location in the U.S..

- **To Serve Students, Ask Parents:** To best mitigate any possible impact of the pandemic on students, we need to do two things; 1) take a whole-child approach, 2) listen to parents.
- **Teacher/School Collaboration:** Starting with the first family we served in 2013, Academy Learning has reached out to and only ever collaborated with teachers and schools. Our aim is to **complement**, not compete with, the classroom.
- **Tutoring Shouldn't Be Sold:** No one at Academy Learning is paid to pressure parents to buy tutoring packages, and we don't require or push contracts or commitments. We recommend tutoring where there is a *demonstrated need*; our goal is to work hard so we are no longer needed by one family in order to move on to the next family that does. We have remained faithful to this philosophy, insisting that supporting kids can't be reduced to a transaction.
- **Personalized Learning, Team Support: Credentialed Advisor + Academic Mentor:** Academy Learning hires credentialed teachers to serve as Advisors to parents, to reach out to teachers, assess student learning gaps, and manage student progress. The K12 Advisor prepares a Personalized Learning Plan for each student and assigns and manages the Academic Mentor (Tutor w/ 4-year degree).

To request a customized proposal, please email [mary@academy-learning.com](mailto:mary@academy-learning.com)



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