

SHARING WITH SCHOOLS

PARENTAL INVOLVEMENT | FUNDRAISING SUPPORT

The research has been clear for decades; parental involvement is key to academic success. Academy Learning promotes parental involvement in student academics and in the school community.



Marketing Partnership for Academy Tutoring+

- **Small Group or Private K12 Tutoring** (see definition of Tutoring+ in attached exhibit)
- **Rates/student** paid by parents: Semi-Private - \$30/hour per student. Private, 1:1 - \$60/hour.
- **Draft Marketing Ideas:**
 - 1) Academy Learning sets up a pop-up tent events to promote the program. Locations/dates TBD.
 - 2) Parents in database receive marketing messages via email or text in advance of key days before and during camps and summer sports.
 - 3) Parents share registration link social media with friends.
- **No geographic or affiliation requirement:** Revenue from any registration for Tutoring+ received via the custom link is eligible for the revenue share regardless of location or connection to the organization.
- **Location:** Tutoring+ sessions are held online, in-home, at a local library or other location.
- **Marketing partnership revenue share:** 10% of first 12-months of revenue from families who become new Academy Learning clients via the registration URL. *Organization appoints auditing volunteer to login and monitor activity.*

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