



OVERVIEW

On behalf of CharterSmart, we are pleased to submit a proposal to River Oaks Academy Charter School. For two decades, CharterSmart has worked collaboratively with public charter school communities and passionate parents to become better advocates for their students. We've developed a proven, successful formula for creating visibility for our clients to share student successes, school achievements and parent voices.

NEW STUDENT ENROLLMENT SOLUTION

CharterSmart offers charter schools with one of the most advanced online marketing solutions for generating awareness and driving increased enrollment for new students. Often, charter schools employ traditional advertising methods which are expensive and too broad for their specific audience. CharterSmart utilizes the power of social media to effectively reach parents interested in a charter school education via geographic and demographic analytics.

We recognize charter school leaders are educators first -- and not online marketing specialists. CharterSmart manages the entire campaign from creating your custom audience profile and ad content design to monitoring the effectiveness of each ad and providing a weekly progress report. Our unique follow-up process allows us to develop relationships with prospective families and drive turnout for your enrollment activities. Each school receives feedback from our routine reminders and parent survey correspondence.

CAMPAIGN PRICING

- Campaign Creation: \$750
- Monthly Management: \$250
- Facebook Page Creation (optional if one needs to be created): \$350
- Recommended 30-Day Media Spend (Facebook direct payment): \$1,000

Simply put, an investment of \$2,000 for the first month begins your campaign. If you wish to continue the campaign, then it's \$250 for monthly management and additional Facebook media spend.

VALUE ADD FOR YOUR SCHOOL

- Increased Visibility & Awareness with Key Audiences
- Increased Turnout for Enrollment Activities & Campus Tours
- More Opportunities for New Student Enrollment

WHO WE ARE

As a seasoned expert in education public policy, Tanja McCey manages overall strategy and communications tactics for new schools, conversion schools, statewide advocacy organizations and trade associations. She works with parent organizations, school administrators and staff as well as community stakeholders to advance positive communications via speaker training and advocacy workshops. Tanja also provides hands-on technological communications and special event solutions for CharterSmart clients.

Mike McCey brings significant experience in strategic communications, community engagement and media relations. Mike has served as a valuable staff member in the White House, Capitol Hill, and California State Legislature. Outside of the public sector, he has advised policy, non-profit and corporate leaders and grassroots volunteer organizations for more than two decades. His strategic planning and communication skills provides CharterSmart clients with the opportunity to tell their unique stories in the media and communicate their ideas in the public opinion arena.