


Project Appleseed

the national campaign for public school improvement

A woman with dark hair pulled back, wearing a headband with the stars and stripes of the American flag. She has several tattoos on her arms, including a large rose on her left forearm and a map of the United States on her right forearm. She is looking off to the side with a thoughtful expression, her right hand resting on her forehead. The background is a solid teal color.

**Strong
Families,
Strong
Schools!**

Project Appleseed markets family engagement to 65 million parents in 100,000 public schools.

Join the parent movement!



Corporate Sponsorship

Engaging families with Project Appleseed's Parental Involvement Pledge compact, National Parental Involvement Day and Public School Volunteer Week, provides our sponsors with the opportunity to reach parents, grandparents and caring adults through their local public schools. Sponsorships create brand awareness, increase brand loyalty, reinforce brand image, drive retail traffic and showcase community responsibility. An association with Project Appleseed will enhance the visibility and reputation of the sponsor among parents and schools.

Successful partnerships with businesses, foundations, and organizations are fundamental to providing support to families who seek to improve schools for all children. Engaging families contributes to a brighter future, better schools, and a stronger community for all Americans. As a sponsor, promotional programs will be developed to build your brand equity. These programs will leverage the Project Appleseed brand to maximize your brand's exposure in homes and schools nationwide.

Sponsorships include:

- Unique sponsorship packages customized to meet client-specific marketing objectives.
- Exclusivity for major sponsorships within category.
- The ability to use the Project Appleseed brand name and logo in promotional campaigns.
- The potential to benefit from editorial coverage in the press.
- High visibility and brand association with parents and families throughout America.

Project Appleseed seeks to create synergistic alliances with partners and sponsors whose business objectives can be met through a partnership with Project Appleseed. Any partnership should achieve at least one of the following goals or any combination:



NYS Education Department

@NYSEDNews

Project Appleseed provides a list of 26 family engagement ideas to help develop local partnerships and support parental involvement efforts in schools and communities. Celebrate [#PublicSchoolVolunteerWeek](#) by trying some of these ideas! bit.ly/2Fklwfg @pledgeappleseed



1 12:00 PM - Apr 23, 2019

[See NYS Education Department's other Tweets](#)

Goals

- To increase student achievement for all students.
- To increase parental involvement by expanding the number of parent volunteers taking the Parental Involvement Pledge.
- Generate incremental revenue for Project Appleseed locally, nationally or both.
- Heighten public awareness for Project Appleseed.

Strategy

- Target partners where Project Appleseed can build awareness nationwide.
- Target partners whose target audiences includes women between the ages of 25-54, parents, grandparents and caring adults.

Why Cause Related Marketing with Project Appleseed?

Project Appleseed seeks to work with leading corporations, foundations and other non-profit organizations on cause-marketing programs. Together we seek to achieve our partners' marketing objectives through a connection with parents. Whenever possible, Project Appleseed should work directly with the partner rather than through third party intermediaries. When intermediaries are the original point of contact, Project Appleseed should obtain direct contact with the primary partners at the earliest possible time.

Strong mission: Project Appleseed is a nonprofit resource, advocate and voice for America's 65 million public school parents.

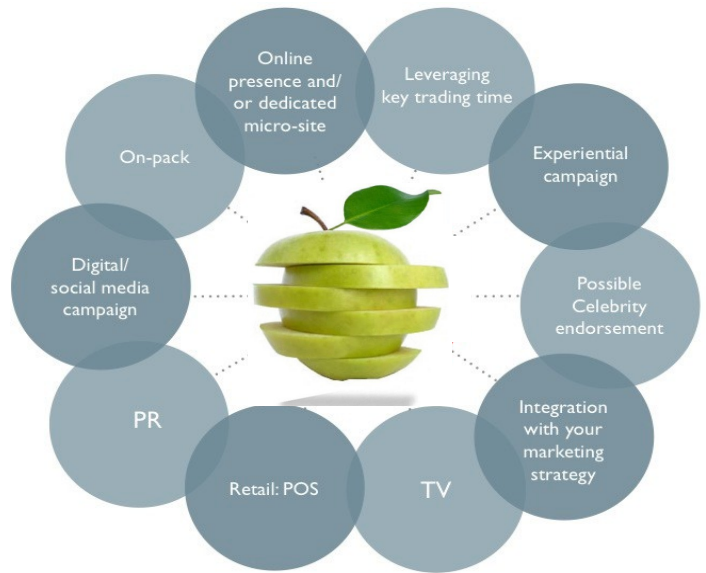
Significant impact: Over ten million family members observe our celebrations - Public School Volunteer Week & National Parental Involvement Day - at over 18,000 schools in all 50 states each school year. We estimate that nearly every public school in America has recognized or celebrated these grassroots occasions, at least once, over the last two decades. Each year parents and family members, state departments of education, nonprofits, businesses and thousands of school districts are involved.

Partnership philosophy: We forge strategic, long-term, mutually beneficial partnerships that deliver clear value and business benefits under truly tailored partnership programs. Strong brand proposition: Project Appleseed's brand is trusted and recognized by parents and educators and provides a platform for leading companies to engage consumers in an authentic, breakthrough way.

Active digital reach:

- Our online newsletter Appleseed Today reaches 115,000 principals, superintendents and parent leaders via email.
- We have extensive digital reach with 10K average monthly visitors and 1,500 parent leaders and organizations on our social media platforms.
- Each day our website is accessed by a majority of the 100 largest school districts in the United States.
- We are a top search result in Google & Bing for "parental involvement in public schools".
- Today there are currently over 10,000 active links to our signature events in the Google search engine.

Creative marketing assets: Project Appleseed offers branding and communications opportunities across earned media, social media and web/digital platforms.



Knowledge of local markets: Project Appleseed has an understanding of local knowledge, behaviors and practices, which can help inform and shape multi-market cause programs.

Selected Awards and Recognition:

- Founded of National Parental Involvement Day 1994 and Public School Volunteer Week 1997
- Leadership named Top Ten People In American Education, Teacher magazine.
- Parenting magazine's Parenting Leader Award.
- Named one of "10 Unsung Nonprofits That Should Be Household Words" by EcoSalon.
- Advised the White House on the parental involvement provisions of Title I of the Elementary and Secondary Schools Act.
- Recipient of the Focus St. Louis "What's Right With The Region" Award.

Simplicity: Understandable donation mechanism, so consumers can clearly understand the impact of their action on our cause mission.

Cause Alignment: We seek alignment with brand attributes, consumer targeting and business goals.

Credible Contribution: Project Appleseed wants true supporters of our mission, so consumers view the partner's donations as a serious investment in the partnership. Long term partnership: Delivering mutual benefit for both parties with measured and optimized impact over time.

Integrated communications plan: Our goal is to reach internal and external audiences with a common message.

Partners and sponsors support our mission and vision in a variety of ways. The revenue opportunities in a partnership between your organization and Project Appleseed is not limited to sponsorship. There's also – volunteerism, adopt-a-school, matching gifts, non-cash gifts, workplace giving and customer giving.



Project Appleseed Framework

the national campaign for public school improvement
2022 - 2027 Strategic Plan

Our Vision

We envision a future where all public school families in America will be equipped with the knowledge, skills, resources and motivation for effective family engagement.

Our Mission

Project Appleseed strengthens families, schools and communities by making family engagement a systemic, integrated, and sustained school improvement strategy.

Our Goals

1. **Increase** family engagement by promoting parenting with an enthusiasm that inspires the entire community to support every student.
2. **Advance** the importance of evidenced-based family engagement and the positive benefits for students and families.
3. **Improve** communication between families and schools to lift student academic, social and health outcomes.
4. **Decrease** the decline in parent group formation, participation and advocacy that sustains family engagement over time.

STRATEGIC IMPERATIVE A

STRATEGIC IMPERATIVE B

STRATEGIC IMPERATIVE C

STRATEGIC IMPERATIVE D

Expand our reach to K-12 Title I public school families with school-aged children.



Integrate the use of technology to put helpful information & resources at parents' fingertips.



Strengthen programs, through the adoption of effective research, innovation & continuous quality improvement.



Grow the staff to meet expansion needs. Strengthen and cultivate organizational excellence.



OBJECTIVES

OBJECTIVES

1. By 2024, secure corporate & philanthropic partnerships to support implementation of the Family Engagement Toolbox in 10,000 Title I middle and high schools - representing 5 million students with 2.5 million families.
2. By 2025, expand National Parental Involvement Day and Public School Volunteer Week to reach 30,000 public schools with 15 million students and 8 million families.
3. By 2027 increase parent volunteers by 50% in Title I school communities employing the Parental Involvement Toolbox.
4. By 2027 expand program implementation to strengthen PTA/PTO's in individual schools.

1. By 2022, establish the best mechanisms for directly communicating to parents, and families.
2. By 2023, Project Appleseed staff have cultivated expertise around home-school communication issues and disparities.
3. By 2024 develop an engaging video series to support parent learning and skills.
4. By 2025 develop a mobile application designed to recruit family volunteers, organize parent groups and help parents integrate learning into real-life contexts.

1. By 2024, develop a refined program model that provides an opportunity for scaling up Project Appleseed's reach.
2. By 2026, establish a mechanism to hear from youth, parents, and families to inform Project Appleseed's strategies.
3. By 2027, Project Appleseed expertise is framing the national discussion on parent involvement and family engagement.

1. By 2022, develop a workforce plan that articulates staffing goals to achieve Project Appleseed's mission.
2. By 2023, create a staff professional development program to increase the job-related knowledge and skills of all staff.
3. By 2023, establish and maintain an organizational culture and climate that values all employees, practices mutual respect, and supports high performance.

Each Objective is supported by activities critical to the execution of the plan.



Project Applesed Strategic Approach

We expect that if accomplished, these activities will lead to the following systemic changes.

INPUTS

OUTCOMES

IMPACTS

SCHOOL-BASED INTERVENTION

- Utilize the Family Engagement Toolbox to recruit family engagement
- Disseminate the Parent Engagement Pledge and Report Card to all families.
- Advance staff development with the Traveling Workshop & Parental Involvement Toolbox Training.

POLICY, COMMUNICATION, AND PARTNERSHIP

- Promote activities and partnerships thru National Parental Involvement Day & Public School Volunteer Week
- Use technology to put helpful information and resources at parents' fingertips
- Advocate for authentic family engagement policies and metrics
- Seed growth of PTA/PTO chapters & local parent-school organizations

RESEARCH AND DEVELOPMENT

- Evaluation and translation of effective interventions.
- Development of new strategies
- Investigation of emerging family engagement issues

SHORT-TERM OUTCOMES

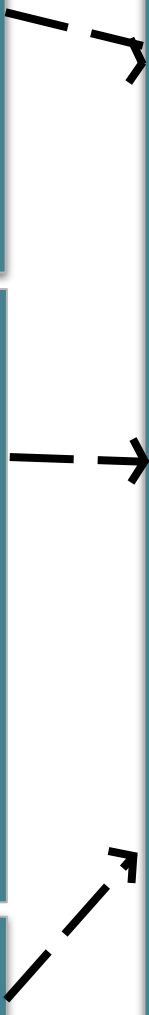
- Increase # of educators and parents in school communities who are trained in family engagement
- Increase educator and parent knowledge on how to become involved in children's education.
- Build or strengthen local collaborations at each school site to promote and sustain parent involvement
- Increase awareness of and commitment to family engagement and its sustainability

LONG-TERM OUTCOMES

- Increased awareness of and commitment to family engagement and its sustainability
- Increased parents' levels of involvement in their children's education – parents work closely with school systems and seek leadership positions
- Established family engagement program sustainability

IMPACTS

- Increased student success
- Increased school success
- Community capacity to advocate effectively for better schools



Monitored through Program Evaluation

Public School Volunteer Week Presenting Sponsor Package \$250,000

Presenting sponsor has the name of the corporation or brand attached to Public School Volunteer Week as exclusive presenting sponsor. Sponsor has permission to use all of Project Appleseed's branding in product merchandising and advertising - including the Parental Involvement Pledge compact and Public School Volunteer Week. Sponsor will be included as the event national chair plus these benefits:

School & Community Promotion & Engagement - Reach: One million parents. Our Retail Value: \$950,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 3,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 2000 T-shirts** shipped with Toolboxes for school principals and online sales
- **2,000 instructional posters for schools** featuring the Six Slices of Parental Involvement



Dallas ISD [@dallasschools](#)

A BIG thanks to our volunteers making a huge difference in our students' lives!
[#PublicSchoolVolunteerWeek](#) [#DallasISDRising](#)

0:56 686 views

at Dallas ISD.

11:47 AM · Apr 22, 2019 · Sprout Social

5 Retweets 25 Likes

Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

- Sponsor brand and recognition on Appleseed's website, home page and a dedicated micro-site with links to sponsor's website.
- Inclusion in our national e-mail newsletter Appleseed Today, Facebook posts, Tweets, press kits & releases, and web ads.
- We offer sponsors video interviews as part of their package. Project Appleseed will publish the video on our website and social media accounts, blog about it (or have the sponsor guest blog), and include it in e-mail communications.



PBS Teachers @pbste... · 4/16/18 ✓

It's [#PublicSchoolVolunteerWeek!](#)

Inspire your students to develop an appreciation for volunteerism w/ this lesson plan highlighting kids who volunteer in their communities.



Recording Information to Write a Report - Kids Who Volunteer in thinktv.pbslearningmedia.org



Multi-Conference Sponsorship - Reach: 40,000 Attendees
Sponsor products and services to be communicated at major education conferences including parent leaders, teachers and school administrators. Sponsor logo to appear on all event promotional T-shirts, banners, signage, posters and flyers at these events:

- National PTA Convention and Expo 1,500
- National Association of Family Involvement in Education Conference 200
- National Title I Conference 3500
- National Education Association Expo 15,000
- American Federation of Teachers Convention 3,000
- National Association of Secondary School Principals
- National Association of Elementary School Principals Conference 4,000
- American Association of School Administrators Conference 1,800
- Association for Supervision and Curriculum Development Conference 11,000
- National School Public Relations Association Conference n/a

Magazine for Handout & Direct Mail - Reach: 50,000 principals and parent leaders.

- Full page ads in 25,000 hard copies of Appleseed Today magazine for schools

Public School Volunteer Week Gold Sponsorship Package \$100,000

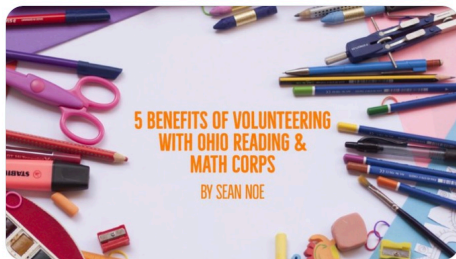
Our Gold Sponsor will be prominently displayed in all advertising and marketing. Project Appleseed will build the sponsor's visibility and recognize sponsor generosity. We offer approval on marketing integration, measure metrics and focus on a common message to parents and families. Sponsor will be included as an event national co-chair plus these benefits:

School & Community Promotion & Engagement - Reach: 300,000 parents | Our Retail Value: \$330,000.00

- Free Parental Involvement Toolboxes for Schools! A maximum of 2,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- Company logo on 1,000 T-shirts shipped with Toolboxes for school principals and online sales
- 1,000 instructional posters for schools featuring the Six Slices of Parental Involvement



ESC of Central Ohio · 4/24/19
#PublicSchoolVolunteerWeek is this week! A big thanks to all who dedicate time to our students & schools. Thought about volunteering? Becoming an OH Reading/Math Corps member is one way you can! Here are 5 benefits of joining: bit.ly/2DAAxrz @ServeOhio @AmeriCorps



Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

- Sponsor logo and recognition on Project Appleseed's website, selected landing pages and links to sponsors websites from the event website.
- Inclusion in our national e-mail newsletter Appleseed Today, Facebook posts, Tweets, press kits & releases, and web ads.
- We offer sponsors video interviews as part of their package. Project Appleseed will publish the video on our website and social media accounts, blog about it (or have the sponsor guest blog), and include it in e-mail communications.



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- National Association of Elementary School Principals Conference 4,000

Magazine for Handout & Direct Mail - Reach: 50,000 principals and parent leaders.

- Full-page ads in 25,000 hard copies of Appleseed Today magazine for schools



California Department of Education:
2017 CalEdFacts

The California Department of Education encourages you to recognize Public School Volunteer Week: April 17-21, 2017. Public School Volunteer Week provides a yearly opportunity for schools and families to honor and highlight the powerful contributions parents and caregivers provide at school and home to support student success.

www.pUSD.us/hr

#PUSDHR #StayintheKnow

National Parental Involvement Day Presenting Sponsor Package \$100,000

Presenting sponsor has the name of the corporation or brand attached to National Parental Involvement Day as exclusive presenting sponsor. Sponsor has permission to use all of Project Appleseed's branding in product merchandising and advertising - including the Parental Involvement Pledge compact and National Parental Involvement Day. Sponsor will be included as the event national chair plus these benefits:

School & Community Promotion & Engagement - Reach: 600,000 parents | Our Retail Value: \$630,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 2,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 1000 T-shirts** shipped with Toolboxes for school principals and online sales
- **1,000 instructional posters for schools** featuring the Six Slices of Parental Involvement



Florida Department of Education · 11/21/19

It's [#NationalParentalInvolvementDay](#)! Find fun ways to get engaged with your children today, and EVERY day. Looking for a few suggestions? Check out the Family Engagement Month Activity Calendar: bit.ly/34ZW2Q [#EngagedFamiliesFL](#) [#FLedu](#) [@FloridaLottery](#) [#fundingfutures](#)



10 retweets, 9 likes

Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

- Sponsor brand and recognition on Appleseed's website, home page and a dedicated micro-site with links to sponsor's website.
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Multi-Conference Sponsorship - Reach: 40,000 Attendees
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- National School Public Relations Association Conference n/a

Magazine for Handout & Direct Mail - Reach: 50,000 principals and parent leaders.

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National Parental Involvement Day Gold Sponsorship Package \$50,000

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School & Community Promotion & Engagement - Reach:
300,000 parents | Our Retail Value: \$330,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 1,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 500 T-shirts** shipped with Toolboxes for school principals and online sales
- 500 instructional posters for schools featuring the Six Slices of Parental Involvement



CT Dept of Education · 11/21/19

It's true; we love our @ctserc partners!

[#NationalParentalInvolvementDay](#)

The research is clear: Parental Involvement is key to student success. Congrats to the 2019 [#ctparentawards](#) recipients whose active involvement is making a positive impact in their child's school community!



Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

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