

## “Our Brand” Team Handout: Education for Life

What are the core values of Education for Life (EFL)?

- Youth, Joy, Upliftment, Opportunity (for Success)

Who will help us complete EFL outreach goals for 2012-13? And what do they care about?

*Families for a New Tomorrow*

- Looking for a solution to the problems of the current education system
- Feel their children are only being prepared to do well on tests and not in life
- Looking for a place for their child to develop creatively
- Appreciate individualized learning and teachers who help their child development according to that child's strengths

*Educators for Higher Consciousness*

- Want to teach curriculum beyond the current public school or charter school curriculums
- They are solution-oriented: feel frustrated with the limitations of current education standards and looking for a solution or a way to express their own creative ideas
- They want to give more care to each student
- Early innovators, socially active, and compassionate

What are our main marketing messages?

- Education for Life is a system of education that emphasizes experiential learning, practical skills for living, and spiritual development.
- EFL is a *proven* approach to education that is now used all over the world in schools ranging from pre-school to college.
- EFL teaches success in life through joyful learning based on the needs of each individual.
- EFL is the solution that educators and families have been looking for throughout educational curriculums and institutions.
- EFL programs are for those who understand that happiness is the end goal of all learning and for leading a successful life.

What would be helpful to have appear on all of our communications?

- The EFL logo, colors (green/blue) and main marketing messages (*see above*)
- A few strong (agreed-upon) pictures that capture the messages (change by target audience)
- Quotes/testimonials (*below*) that fit in with the story or target audience for that communication
- Imagery that fits the story of EFL: classrooms, joyful children, teachers and children in exciting interactions, families out in nature cooperating and having fun, trees/nature, apple
- Catchy font that fits the website (On homepage: logo-"Cutoff" and "Trajan", content-"Arial")

Great Testimonials that can be used again and again:

- “The goal....is to teach children the art of living, while giving them, in addition, the knowledge imparted by a conventional education.” —J. Donald Walters, *Education for Life*
- “If you could put what you are doing in the public schools, it would change the world.” —School superintendent on a WASC accreditation visit