

Advertising Opportunities the District will embark on in the very near future:





## Communicate with Students in Real-Time

The Yokel Scholastic Network benefits students and schools by providing a no-cost communication platform for teachers, school administrators, and districts to engage directly with their students on a daily basis.

### **Yokel Scholastic Network users can enjoy the power of using the Yokel platform:**

1. Administrators, host schools, and sponsors can access all authorized locations via the Yokel Admin Portal.
2. Users can upload or remove content (messages, announcements, schedules, advertisements, etc.) to and from one or all locations within a network.
3. Digital displays inform students of activities and events in the school while also promoting local continuing education opportunities.

### **Our communication platform for schools is built with simplicity in mind. Broadcast programming can be done:**

- \* Anytime
- \* By any authorized user
- \* For an entire semester, monthly, daily, and even on-demand
- \* On a pre-defined schedule

Our content management platform for schools is easily accessible and requires little management and no maintenance. Yokel provides free training to all districts and works with you to make sure the Yokel digital advertising platform brings your schools and your students the best benefits possible.

- See more at: <http://www.yokelscholastic.com/school-districts#sthash.HH0Foypt.dpuf>

### **How Digital Advertising for Students Benefits School Districts**

#### Help Students Prepare for the Future

The Yokel Scholastic Network generates revenue for your school system while also providing a platform for you to communicate important information directly with the students. It also gives you the opportunity to help students keep the next phase of their lives in mind by sharing

appropriate messages from colleges, universities, trade schools, and other continuing education programs.

### **No Cost**

Yokel provides the necessary software and training at no cost to your school district.

### **School Revenue Sharing**

Yokel shares *15% of total advertising sales back to your school district.*

### **Innovative Internal Communication Platform**

School administrators, counselors and teachers can keep students informed of activities and events within the school and community — providing more options and opportunities to keep students involved.

### **Student Scholarship Opportunities**

Yokel provides scholarship opportunities for graduating seniors of participating high schools.

### **What School Districts Are Saying**

"The system is so easy to use; I have no trouble setting up new users or uploading and maintaining our created content. This system allows us to get the word out on important items without having to use additional resources such as toner and paper, or by interrupting classes with audio announcements. I look forward to working with you guys for a long time!" -Joseph Verdi, TSS, Marshall High School

"One of the biggest challenges I face on a daily basis is how to deliver useful information to the students. The Yokel Scholastic Network solves this problem as I am able to deliver relevant information instantly to the entire student body - this takes very little of my time and no school resources to do so. The kids take notice of the messages and follow up about things placed on the screens. College recruiters have started asking about how they can get on the screens. The Yokel Scholastic Network is a wonderful addition to Marshall High School and I am excited about expanding the way I (and the school) use the system." -Rhonda Fryer, College and Career Readiness Technician, Marshall High School

- See more at: <http://www.yokelscholastic.com/school-districts#sthash.HH0Foypt.dpuf>

### **Frequently Asked Questions**

#### **Content**

Q. What content is allowed on the Yokel Scholastic Network?

Yokel content must be family-friendly and appropriate for middle and high school students. The school district, school or Yokel may reject any content at their own discretion.

Q: I've never created an ad before. How do I do it?

Creating a Yokel ad is simple. If you need help, though, we'll happily create a professional, attractive ad for you.

### **Schools and School Districts**

Q: What are my responsibilities as a participating school or school district?

Your only responsibility is to keep your Yokel digital display on, powered, and connected to the Internet during normal school hours — if the students are there, the display units should be on.

Q. Who installs the digital displays on campuses?

Professional technicians from a trusted partner ensure screens are properly mounted to walls.

Q. What happens if a school district would like a screen removed?

If a school district is at the end of their contract and chooses to end their relationship with Yokel, a professional technician removes the device at no cost.

### **Sponsors**

Q. How do I know my content is actually appearing on a digital display location?

Yokel sends a signal to digital displays every 5 minutes to ensure they are turned on and broadcasting properly.

Q. What if I only want my ad to appear at one particular school within a school district?

As a sponsor, you purchase space at every school within a school district. It is at your discretion which schools to advertise at and what messages to display at each school.

- See more at: <http://www.yokelscholastic.com/frequently-asked-questions#sthash.JbEC0ap4.dpuf>

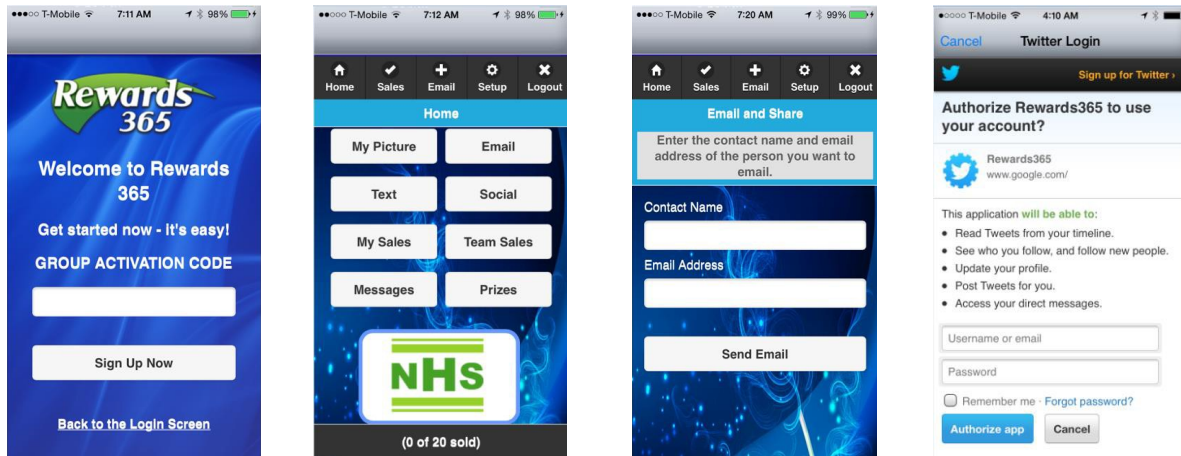
**Contract in process.**

**What will we need from you?**

- 1. Contact information for Rewards 365 campus representative**
- 2. Date and time for set-up**



A reward 365 is a technology-based fundraiser, where donation requests are sent out via email, text, and social media using our Mobile App and website.



Rewards 365 3-week fundraiser:

- Each organization at each school runs a three-week online donation fundraiser simultaneously called *Rewards 365*.
- Each donor receives a free Gold Membership to either the District-level Rewards site or the campus- level Rewards site.

Each organization who runs 365 will receive 70% of gross proceeds.

- What do we need from you?**
- 1. Contact information for Rewards 365 campus representative**
  - 2. Date and time for set-up**

## Sample report

Campaign Statistics							
	Group	Participants	Contacts	Active Donors	Total Donation		
RW1019X1887	Group #1	17	127	12	\$500.00	Stats	Message
RW1019X1878	Group #2	7	101	13	\$437.00	Stats	Message
RW1019X1879	Group #3	8	130	21	\$609.00	Stats	Message
RW1019X1880	Group #4	7	74	16	\$602.00	Stats	Message
RW1019X1881	Group #5	9	115	11	\$675.00	Stats	Message
RW1019X1882	Group #6	9	98	15	\$382.00	Stats	Message
RW1019X1883	Group #7	4	33	1	\$7.00	Stats	Message
RW1019X1884	Group #8	5	49	0	\$0.00	Stats	Message
RW1019X1885	Group #9	7	30	1	\$350.00	Stats	Message
RW1019X1886	Group #10	10	209	42	\$1,617.00	Stats	Message
RW1019X1877	Group #11	18	301	26	\$889.00	Stats	Message
RW1019X1870	Group #12	10	234	23	\$1,173.00	Stats	Message
RW1019X1872	Group #13	13	145	13	\$409.00	Stats	Message
RW1019X1876	Group #14	11	249	35	\$1,579.00	Stats	Message
RW1019X1873	Group #15	14	236	29	\$1,060.00	Stats	Message
RW1019X1874	Group #16	12	238	15	\$658.00	Stats	Message
RW1019X1871	Group #17	9	185	13	\$542.00	Stats	Message
RW1019X1875	Group #18	12	185	17	\$609.00	Stats	Message
TOTALS		182	2799	303	\$12,098.00		

## Sample receipt



*Rick James,*

*Thank you for making a donation to March Test on behalf of Paul Miller. This is your receipt of payment - please keep for your records.*

*Date: 3/9/2015*

*Amount: \$10*

*Rec # 2976-DONATION-20150309*

*Your donation will appear on your bank or credit card statement under the name "Rewards"*

*Thank you again for supporting March Test!*