

SocialSmarts™

www.socialsmarts.com

“Improving schools through
integrated social skills education”



Joint Opportunity to expose nearly 1 Million new students, parents and educators to Rotary

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Many of you may already be aware of the joint initiative our organization has had in place to help schools implement SocialSmarts. We're happy to share that several schools and clubs across the country have taken advantage of this offer. Today, however, we are announcing a bigger opportunity for joint partnership between Rotary and

Recently we announced our 1,000 schools donation offer and, combined with [the article in EducationWeek showcasing SocialSmarts and the positive impacts of social skills education on test scores](#), we have been flooded with requests for our program.

Because the SocialSmarts program incorporates the 4-Way Test and a study of Rotary as part of its curriculum, this presents an opportunity for Rotary. Not only can individual clubs make a significant impact on the schools and students in their local communities, this initiative will expose hundreds of thousands of individuals to the message of the 4-Way Test, its positive character foundations, and to Rotary itself and its mission.

Consider that **implementing SocialSmarts in the initial 1,000 schools**, for an average of 450 students per school means that an estimated **450,000 students** alone are provided the opportunity to **learn about Rotary**. If the materials for the program are custom-branded with a sponsor's logo (such as Rotary), that provides an additional avenue for raising awareness of the sponsor. SocialSmarts offers both Students Workbooks and Parent's Guides with its course, which represent another estimated **400,000 families** that receive branded materials. Finally, the teachers that are teaching the program in the classroom make up another potential **22,500+ individuals** who are exposed to the sponsor's logos and message.

Bottom line: nearly 875,000 individuals can be educated about the mission and value of Rotary, and supports Rotary's objective of introducing more young people in an effort to develop the "next generation" of Rotarians.

Schools desperately **need and want** the program -- they just can't pay for it. Here is an example of the kinds of requests we get from schools (it's lengthy but will give you an idea of why schools want SocialSmarts):

The students of my school are in need of social/emotional skills training in order to be able to better access the curriculum and reach success. Too often effective instruction is interrupted by teachers having to address student behaviors. While these types of incidents are with a small percentage of students, all students suffer when instruction is interrupted.

A simple yet effective way to incorporate social/emotional skills training into existing curriculum would help create a common voice among all staff which would in turn support the students. This common voice would also help teachers feel more supported and in due course, effective with classroom management which will then improve their effectiveness with instruction.

Ultimately, we can't teach students anything if we don't teach them the behavior skills that are required to maintain attention, delay gratification, endurance to complete difficult tasks, etc. All the standard academic curriculum in the world will never get through to them if they can't achieve these skills. The need for the special tools of social/emotional skills is, in some ways, the most important first step in a good education and successful future.

There is a domino effect of having students learn the social/emotional skills necessary to maintain themselves in the school environment. These positive effects spill over into their future as productive members of society and their own personal success. I have high expectations for my students that will require that they master these skills.

I appreciate the opportunity to be considered for your donation offer.

For more information on SocialSmarts, course details and results, or about the 1,000 schools donation offer (described below) and how either your **individual club can be involved** or how Rotary can expand the effort on a **regional or national level** please contact us via [email](#) or by phone at 425.485.4089.

YiR,

Corinne Gregory

Free Offer - SocialSmarts 1,000 schools donation program



Want a **better solution for bullying** and other challenges your school may be facing, but can't **afford it**? We're donating our program to up to 1,000 schools across the country. [Contact us](#) to find out if your school qualifies for this life-changing program.






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