

THE 4 STEPS TO IMPACT



4. IMPROVE

3. ENGAGE

2. COMMUNICATE

1. REACH

 TalkingPoints

Unlock the superpower of family-school
partnerships to drive student success.

HOW THE TALKINGPOINTS PLATFORM UNLOCKS THE SUPERPOWER OF PARTNERSHIP

1. REACH

You can't engage families you can't reach. The biggest barrier to family partnership isn't interest—it's access.

Reach every family – no apps, wifi, or email needed – by defaulting to text messaging first.

| Text-first model

| Reach 99% of families

| <1% opt-out



The only research-proven platform built for Universal Family Engagement.

TalkingPoints, as a non-profit, is the ONLY platform with the impact focus and funding model to realize the Four Steps to Impact so systems improve and every student succeeds.

2. COMMUNICATE

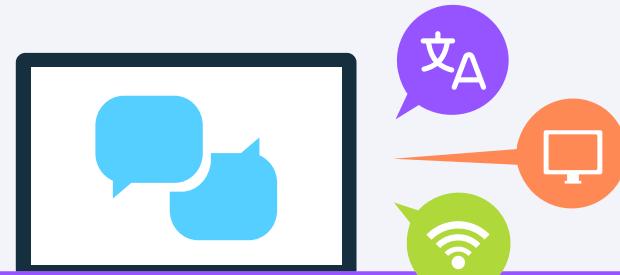
Now that you've reached all families, ensure every message is understood with barrier-free, one- and two-way communication. **Strong partnerships start with real conversation that builds trust.**

Ensure understandability with built-in, jargon-free “school translation” backed by human translation support.

| Industry-leading K-12 translation

| 150+ languages

| Literacy & accessibility supports



3. ENGAGE

Communication opens the door. Engagement welcomes families in. With trust in place, families become true partners in supporting learning in and out of school.

Research-based best practices guide effective engagement from the classroom to the district.

| Two-way engagement

| Embedded coaching & tools

| Builds staff capacity

Your child had a great day today!

حظى طفلك! بـ يوم رائع اليوم!



4. IMPROVE

This is the “why.” Once engaged, you can harness the power of partnership to improve student outcomes and school culture. But you can't get to 4 without 1-2-3!

TalkingPoints provides the messaging, tools, and data that improve school culture and boost student outcomes.

| Attendance rates & workflows

| Academic outcomes

| Student behavior & well-being



Impact at every level.

No matter your role—district leader, principal, teacher, or support staff—TalkingPoints equips you with the right tools to effectively engage every family.



A platform with proven results.*

24% decrease
in absence rates

+6 days of learning
gained per student

Math gains equal to
+7 months of learning

* Learn more: talkingpts.org/research



Connect with TalkingPoints to unlock the superpower of family-school partnerships in your district!

talkingpts.org

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