

# 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!

حظي طفلك  
بيوم 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](https://talkingpts.org/research)



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

[talkingpts.org](https://talkingpts.org)

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