

plan

design

**funding**

implement

evaluate

**CS4Ed** can help you fund your project through traditional connections with the financial services community, by identifying and writing grants, or by employing strategic marketing strategies that leverage federal and state dollars designed for the purchase of your products and services.

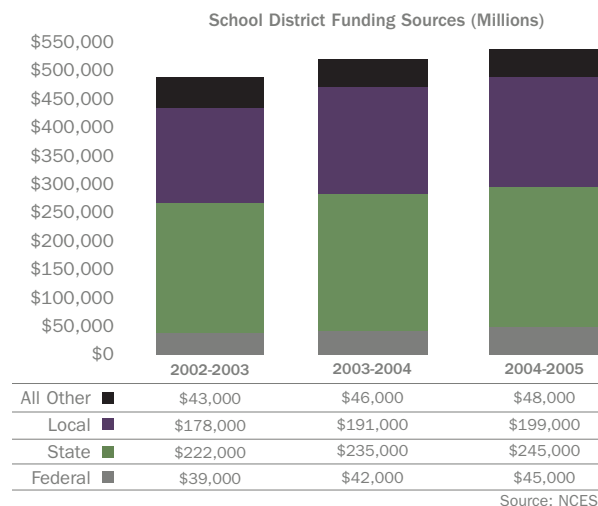
## Creating opportunities with grant dollars

**CS4Ed** Funding Services will:

- > **Identify** and develop communications materials that publicize the alignment of your products and services with financing goals or requirements;
- > **Inform** you and your clients' staff concerning the specific sources of funding and their regulations and requirements for evidence in order to match products and services with available funds;
- > **Manage** the professional staff and production capabilities to comply with regulations of federal and state agencies, private foundations, and corporate funding sources; and
- > **Guide** supplier and consumer organizations as they navigate requirements, source products and services, and submit proposals for funding to state, federal, foundation, and other sources.

### What are the K-12 funding sources?

Local public education agencies draw upon a variety of sources to fund K-12 education. The largest source is state funding. Local tax revenue fills in most of the rest, with a small piece from federal and private sources. Schools usually have complete control over local funding, but these funds are encumbered for salaries and operations. Federal and state dollars are strictly regulated, but have a disproportional impact on the purchase of supplemental materials and services.



**Informed Decision-Making  
for the Education Market**

## Conducting Funding-Centered Sales Initiatives

Companies must work with school districts to meet stringent funding criteria in order to sell products and services. CS4Ed will create a plan that empowers your sales force to work with K-12 partners to pursue funding from state, federal, and foundation sources by developing and implementing action plans specific to your company's offering.

CS4Ed will provide customized services and training for your staff in the following areas:



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| <b>I. Analyze Products &amp; Services</b>             | CS4Ed will examine your product line and align each component to the goals and targets of specific government programs.   |
| <b>II. Source Funding</b>                             | CS4Ed will conduct searches to help your company target specific foundations and government grant programs.   |
| <b>III. Create "Boilerplate" Narrative</b>            | CS4Ed will create narrative for specific grants you and your partner school districts wish to pursue. We will also write boilerplate narrative and white papers connecting key program components to your company's products and services.  |
| <b>IV. Train Staff</b>                                | CS4Ed will train your staff to offer grant writing assistance to potential clients as part of a value-added service. On-going sessions will help your staff to become more familiar with grant processes as well as government regulations. |
| <b>V. Develop Funding - Based Marketing Materials</b> | CS4Ed will help your marketing staff create materials that directly link your company's solutions with funding sources.   |
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**CS4Ed's Funding-Centered Sales Program assists companies in creating materials that schools can use to access federal, state and foundation grant monies for their products and services**

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