



Best Practices for OpenFence Implementation

The purpose of this document is to instruct schools how to best implement the OpenFence funding model with a minimum impact on the staff, parents and children. Once implemented, the program will award the school funding dollars that can self renew each year. The dollars contributed to schools result from a community access advertising model. 100% of advertising dollars spent by local retail businesses are contributed to the schools in return for the school helping to build an ever increasing audience of local residents. The larger the audience the more ad dollars generated, hence, more revenue for the schools.



The best way to build the school audience is to create an awareness campaign that is incorporated into communication channels within the school community. Here are some suggestions:

1. **Embed the OpenFence Sign Up Link:** Consider embedding the OpenFence sign up link in email communications to the parents. Likewise, add the sign up link to the school web page.
2. **Family Envelope:** If the school prepares a family envelope then consider sending home an OpenFence flier card. OpenFence can provide the school with cards for this distribution.
3. **Advertiser Acknowledgement:** As advertisers choose to contribute to your school make sure that you have a strategy in place to easily communicate this to the greater school community. Encouraging parents to acknowledge the contributing retailer can go a long way to build relationships. Reinforcing the link between the school and the business will help insure that a subsequent contribution will again be designated your school.
4. **Promote OpenFence at School Events.**
5. **Maintain a Calendar of Events:** OpenFence can host a public calendar of school events that is published in each weekly email as well as on our website. The calendar can be maintained by numerous parents helping spread the responsibility. Creating such a calendar accomplishes two things; first, it creates a community resource that will become an important reason for the parents to sign up, and second, it provides an important means of public relations and outreach into the community. Thanks to the wide delivery of the OpenFence email the calendar creates a greater awareness within the community about important school activities and events.

We look forward to helping create a funding source that is growing, reliable and low impact.

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