

Key Development Steps

1. Upon an agreement to proceed, a working session would be scheduled to discuss scope, costs, timing, responsibilities, timetable
2. ABC Ventures and Network member will develop a cause related royalty per purchase or use that will become the focal point of the marketing strategy and a monitoring/reporting mechanism
3. Develop a custom brochure for Take One display and direct marketing. A prototype PWA brochure can be found on the Park Walk America site under Park Walk Baltimore in the Cities and States section
4. Develop a custom marketing plan for national or spot market promotion. The Educate Black America Network member launch will include press release nationally and targeted social media and direct mail campaigns to national Black organizations and spheres of influence
5. Develop criteria on EBA Network scholarship named awards e.g., “the APEX Educate Black America scholarship award”

Timing

Upon agreement to proceed and payment, there is approximately a 30-day implementation period to develop a custom program and prepare the market with strategically targeted marketing tools.

Cause Marketing Checklist to capitalize on the Educate Black America and Park Walk Network Opportunities

1. Contact ABC Ventures to discuss your interest in joining Educate Black America to target the Black market and other supporters of Black Higher Education and/or joining Park Walk America to target the general market population.
2. Become members of the Educate Black America (EBA) and Park Walk America (PWA) Networks and receive turnkey implementation of:
 - a. custom business plans for your brands to develop local, state, regional, and national markets,
 - b. web linkage to the ecommerce shopping sites,
 - c. inclusion in national and local public relations and promotional events, and
 - d. social media promotion and feature on Facebook and Twitter, and
 - e. distribution of a custom designed Take One brochure through strategically selected retail locations across the country. Membership costs vary according to the scope of the project.
3. As an option, ABC Ventures can license the use of the EBA and PWA platforms. The license use of the copyrighted ABC Ventures trademarks and slogans would be subject to the prior approval and authorization of ABC Ventures
4. To discuss your company and your interest, please contact Alvin J. Lee at 410-417-8196 or email at mindsandmoney@usa.net to provide a general background on your company and the products and services that will be covered under your EBA or PWA Network membership.

Materials can be sent to:

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Grow Your Profits With The Educate Black America Network



Educate Black America uses cause marketing leverage of the multi Trillion Dollar Black consumer and commercial markets to generate incremental profits for marketing partners through an innovative, strategic “bricks and clicks” platform. The unique combination of social media, an ecommerce web site, and American Express style Take One Network yields cost effective and efficient results.