



The Need

Revive Family's mission is to Revive the hearts and lives of parents and their kids. We bring a new vision and hope to parents that leads to connected families that result in more motivated responsible kids who achieve their true potential.

Today:

- Parents are struggling to understand, connect with and guide their kids toward success.
- Schools are struggling to keep students motivated.
- Corporations are struggling with how to optimize young adults entering the job market.

Challenging issues among young people today are on the rise. They range from depression and suicide to lack of direction and motivation. *Revive Family's* interaction with thousands of kids has traced the root of these issues to the breakdown in the parent child relationship stemming from the predominant parenting paradigm accepted today. This paradigm results in kids who are focused on their parents' expectations rather than understanding their personal strengths and abilities and thus establishing their own vision and goals. A combination of the breakdown in a vital relationship, a lack of internal direction, and unresolved issues with their parents lead to motivation issues and associated escape behaviors that undermine the potential of the next generation.

The Solution

We bring research-based solutions that target the hearts of parents and their kids leading to deeper communication, improved relationships and kids who are motivated to achieve their optimum potential. Over an eight-year period, we conducted face-to-face qualitative research with over 3,500 kids and trained over 7,000 families, empowering more than 35,000 kids to take responsibility for their lives at home and in their transition to adulthood.

To combat the issues identified in the research, we built *Influential Parenting*, an implementation and coaching process along with counterparts for kids, *It's Your Life* and *Succeed*. These programs have been effective because they are based on primary research and an understanding of kids, their frustrations, desires and needs. Youth often comment that they have never been through a program that speaks to them from "inside my own head"!

Revive Family will scale these solutions, taking them directly to families through a digital training and coaching platform. This platform offers the additional benefit of developing earned income, capable of supporting the ongoing operations of the organization. To reach the number of families required to begin a movement that will change the view of young people as well as the way we approach them, *Revive Family* is seeking \$800,000 over the next two years with an immediate goal of \$300,000. The digital training platform (ready January 2019) will fully integrate with social media and be empowered by automated remarketing and follow-up materials specifically targeting millennial parents who consume most of their information online.

An exponential increase in our reach will be achieved through an influencer-marketing program that targets micro bloggers who identify themselves as "mommy bloggers." These influencers have a following of between 5,000 and 100,000 moms who value each other's insights and referrals. When paired with the digital training and coaching platform our ability to move the proverbial needle is magnified.



To transform the family culture in America and empower the next generation we rebranded the organization to Revive Family and launched a social media outreach to millennial parents in 2018. In 2019 we will:

- Launch the *Revive Family* digital training platform - January
- Leverage our radio program launched in 2018 on 11 stations in the Midwest
- Launch the outreach to micro bloggers to support the platform launch - February
- Launch digital coaching platform - May

The digital training and coaching platform will offer free content around 15 issues with which parents and kids regularly struggle. This content will exist on separate landing pages, which are integrated into the radio/podcast programs, social media posts, micro blogger content and Google ad word searches. This content, when visited by parents, will trigger automated remarketing and helpful follow-up material related to the initial issue that brought them to revivefamily.com. This approach will motivate parents to take online programs through a learning management system, leading toward a membership. Members will benefit from the implementation process support for their family via parent conference calls and webcasts, a support video database, along with access to coaching from *Revive Family* trained and vetted parent adolescent coaches.

The ***Revive Families Across America*** campaign will heal families and bring kids' hearts back to life by empowering them with a voice in their family and vision for their future. Our research pushes back against the redefinition of childhood that has taken place and empowers kids with their own vision and goals for their life. When kids' visions and goals intersect with the belief, trust and empowerment of their parents, kids have powerful reasons to avoid the many pitfalls so prevalent in society today.

<i>Revive Family</i> seeks to raise \$300,000 by June of 2019	
\$40000	Google outreach to parents
\$40000	Social Media & digital marketing consultant to oversee social media campaigns, micro blogger/influencer marketing out reach, Google analytics and associated refinements to the social media, site UI, engagement and sales process.
\$25000	Will enable dynamic enhancements to the training and coaching platform, which will possess automated follow-up and support elements.
\$35000	Will be invested in additional social media and parent support video content
\$50000	Will provide the resources needed to begin development of a certified parent adolescent coach training program
\$25000	Will support the production and growth of a radio program for parents in 11 mid-western cities

These investments will result in 90,000 parents being touched by a new perspective and helpful concepts, with 9,000 participating in training and 3,000 entering a support community in the first year laying the groundwork for viral growth in the future. This level of investment over the next two years is projected to bring *Revive Family* to a break-even point given earned income for ongoing operations. The end result is closer, connected families with more motivated, directed and empowered kids leading to fewer of the issues we see in schools and within the youth culture, a brighter future for all of us!