



A Powerful Email Campaign Service for Schools

Independent School Counsel, Inc. (ISC), an Atlanta-based management consulting firm for independent schools, is pleased to bring you **Links2Schools**, a powerful email campaign database and management service for school leaders that wish to get the attention of a broad cross-section of other independent school leaders in the U.S.

Client satisfaction has been very strong, which has resulted in most of them contracting for additional campaigns and causing one to testify:

“Our consultant for our Head of School search highly recommended Links2Schools as an effective place to advertise our job position. I was impressed by the professional service we received in the creation and distribution of our ad. I would definitely choose to use Links2Schools in the future.”

- Gateway School, Santa Cruz, CA

Comprehensive Independent Schools Database

ISC contracted with a technology group to build and maintain a comprehensive database of independent schools. The **Links2Schools database represents all 50 states** and Washington, D.C., and includes member schools from the many state, regional and national independent school associations.

The **Links2Schools** database includes **more than 2,900 schools and 8,000 administrators**, most with email addresses; all with mailing addresses.

The number of email addresses available for the four administrative groups contained in our database currently totals **6,848** and breaks down as follows:

- School Heads emails: **2,437**
- Development Officers emails: **1,387**
- Business Officers emails: **1,334**
- Admissions Officers emails: **1,690**

In some cases, schools may not have all four administrative officers, or they may have the same person with more than one title. The database is updated regularly, so that personnel changes are picked up quickly and the database remains current.

Personalized, Targeted Email Campaigns

Links2Schools utilizes a web-based, email marketing software program Constant Contact to facilitate the execution of customized **e-marketing campaigns addressed to individual school administrators** in designated geographic areas.

With the unmatched depth and accuracy of our database, and the reliability of the web-based interface, **Links2Schools** offers school heads and program directors **an affordable opportunity** to utilize a strategically targeted and accurate database to conduct personalized email contact campaigns, thereby bringing an administrative position vacancy or a special workshop or program directly to a national audience of school administrators.

Pricing and Contact Information

Pricing options for contracting with **Links2Schools** to manage email contact campaigns on behalf of your school are outlined on the next page. We offer a lower price schedule for school clients than for commercial vendors because we truly believe that this service can help your school accomplish its goals.

Share Search or Special Program
Information by Email to Independent
Schools Nationwide!

Interested schools should call ISC's Angela Son (770-828-4972) or email acson@isc-erh.com to discuss email campaign options and/or to request a contract. (A PDF of our contract is also available online at <http://www.isc-erh.com/partnerships2.htm>.)

Technical issues such as scheduling, use of HTML documents, URL hyperlinks within documents, etc. would also be discussed at that time. We guarantee that your campaign will be executed within five (5) business days from the date of copy and initial payment receipt.

Once a contract is signed and returned to ISC, your firm would be responsible to email ISC the materials you wish to send in your campaign. All responses to your email campaign would be to your own designated email address after one minor step is taken to enter that address into our system. **Your campaign will appear to the recipients as if it originated from your firm or company** but will include Constant Contact's logo at the bottom of the email.

Thank you for your interest in **Links2Schools**. We look forward to having the opportunity to discuss how our services can improve your ability to reach independent school colleagues when your school has a specific need.

Pricing Schedule

(For pricing on multiple email packages other than those shown here, please call ISC.)

Email Recipients	Multiple Email Packages*			
	Single Campaign	Two Campaigns	Four Campaigns	Eight Campaigns
Up to 500	\$120	\$215	\$360	\$680
501 - 1,500	\$220	\$415	\$660	\$1,130
1,501 - 3,000	\$330	\$635	\$990	\$1,680
3,001 - 5,000	\$440	\$855	\$1,320	\$2,230
5,000+	\$550	\$1,075	\$1,650	\$2,780

*Multiple campaigns must be completed within a single calendar year.

All email campaign options include any combination of administrator groups within the desired targeted states. **To calculate the total number of email recipients for your campaign, please refer to the accompanying chart showing administrative group counts within each state.** If you need assistance with this, please feel free contact us at the numbers below. (A PDF of this chart is also available online at <http://www.isc-erh.com/partnerships2.htm>.)

Note that full payment for a Single Campaign is due in advance of the distribution date, while Multiple Campaigns require that 50% of the total fee be paid up front. In both cases, they must be accompanied by a signed contract. ISC will invoice for any balance that is due immediately following the execution of the email campaign. Included with the invoice will be a confirmation report showing the date the email was distributed and the actual number of recipients of your campaign.



Links2Schools is a service of Independent School Counsel, Inc.
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