

**HERE'S AN OPPORTUNITY TO UPGRADE THE ENTIRE
BUSINESS CLIMATE AND SCHOOL SYSTEM IN ONE
GREAT SWOOP!**



- While Giving Your Business Access to a Great Workforce in Coming Years
- While Creating The Chance for Every Child here in America to become their best selves - their happiest, most productive, most creative and responsible selves
- While generating more appreciation and sales from clients and the public by enhancing your business' image as a driving force in the community
- And finding yourself living in a healthier society and community

SO WHAT CAN ACCOMPLISH ALL THAT?

IT IS CALLED SOCIAL AND EMOTIONAL LEARNING IN ALL SCHOOLS!!!

Social and Emotional Learning (SEL) is the term educators use for the life skills training and practices that result in high Emotional Intelligence (High EQ).



High EQ is the capacity to deal in a healthy manner with self and others.

Across the country companies are prioritizing High EQ in their hiring because it is a far greater guarantor of success, performance and company teamwork than high IQ.

Schools SOAR that prioritize this training and that create school cultures which integrate SEL inside and outside the classroom!

Student grades climb (finally matching advanced nation norms). Acting out behavior, violence, drug usage, and depression dissipate.

Engaged, happy students who have learned how to be their best selves and get along with others brilliantly, go on to high achieving, healthy lives.

And become great and creative employees, managers, or entrepreneurs.



HERE'S THE OPPORTUNITY:

For a very good reason, only 10% of schools have fully prioritized Social and Emotional Learning.

That reason is the public is completely ignorant of the huge, proven benefits of SEL.

Therefore there is no public pressure - or public financing - to include these cost-effective programs in all schools.

SO HERE'S OUR ASK:

How about you and your business join us at The Big EQ Campaign in ending that ignorance via a mass advertising and marketing campaign. The way the "Got Milk" campaign got America drinking more milk, let's get our schools imbibing SEL.

Doing so, we can elevate every child in America, starting first here in LA, into a greater experience of self and life.

While elevating your business via its social-branding of this great cause.

And generating a far more competent workforce along with the potential of lower health costs and taxes (see Big EQ.org).

HERE'S HOW WE CAN DO THIS:

- You can sponsor the cause by adding the following message to your online presence, your ads, marketing and customer materials:

TO GIVE ALL CHILDREN A CHANCE TO BE THEIR BEST SELVES, WE SUPPORT SOCIAL AND EMOTIONAL LEARNING IN ALL SCHOOLS. LEARN MORE AT BIGEQ.ORG



- You can customize your own messages about the cause, with which we will help.
- You can donate some of your ad buy time and space to run our messages with clear sponsorship reference.
- You can donate directly to tax-deductible Big EQ Campaign to support our staff needs and direct ad buys.

TO GAIN CONFIDENCE THAT WE ARE ON THE RIGHT TRACK, CHECK OUT ALL THE INFORMATION AND VIDEOS AT BIGEQ.ORG

Then let's meet and discuss. Contact us at: info@BigEQCampaign.org