

What if your students could look back on this year and say...



“That’s when I wrote my first book.”

And what if their storytelling journey...



taught them courage, empathy, and collaboration?

Welcome to Written Out Loud. It's a revolutionary new social-emotional learning program that is turning reluctant readers into published authors, and redefining writing as a joyful team sport.



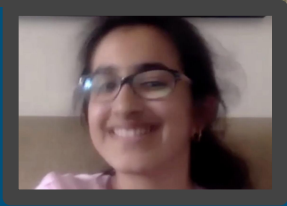
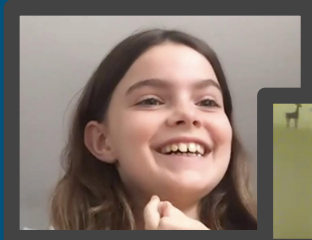
“Written Out Loud”





By grouping kids with like-minded kindred spirits...

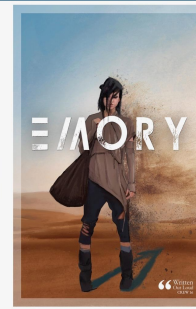
And using their favorite books and shows as their curriculum and guide...



# “Written Out Loud

has transformed over 1000 students into joyful co-authors of published books.

Every student will become a published co-author of their first book!





**> NEW THIS MORNING**  
**“Written Out Loud”**  
**WRITTEN OUT LOUD**  
PROGRAM OFFERS KIDS HOPE THROUGH CREATIVE COLLABORATION

**abc**  
GOODMORNING  
AMERICA.COM

[Click here](#) to see Good Morning America's story about Written Out Loud!

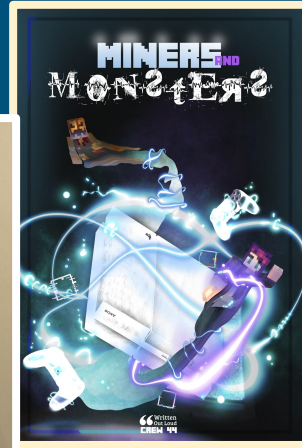
# HOW IT WORKS

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- 1) **We start with the stories kids love.** Whether it's Harry Potter, Hamilton, video games or anime, every child loves stories. Written Out Loud validates, welcomes, and inspires every child by starting every brainstorming session in the joyful playspace of the stories they already love.
  - 2) **We treat our storytellers (i.e. students) as a team.** Writing is usually taught as a text-based solitary endeavor. By placing kids in small groups (4-8 kids per group) of like-minded, similar-aged kindred spirits, and encouraging them to develop and write a single original story, **together and out loud**, children are relieved of the solitary burden of the blank page. Instead, armed with creative teammates, they climb the mountain of storytelling as part of a team.
  - 3) **We give kids high expectations.** Written Out Loud isn't a drop-in program where kids come and go as they please. Progression matters, and expectations are high. Working with their teammates, and led by our amazing story directors, every child in every Written Out Loud program will co-author, finish, and publish a book! Most important of all - they'll love the process, and come to identify writing with joy, teamwork, and success.



# HELPING EVERY STUDENT FIND THEIR VOICE

Our program promotes student agency while developing key social-emotional skills - aligned with the Collaborative for Academic and Social Emotional Learning (CASEL) - which leads to increased confidence, teamwork, and academic performance.



"I can't tell you what a ray of light your program has been for my son."



"Written Out Loud inspired me to write something I feel proud of."

"At Written Out Loud, I'm more myself than anywhere I've ever been."



# EAST WINDSOR + WRITTEN OUT LOUD

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SUMMER 2021

*a tradition of joyful writing is born*



“Written  
Out Loud



# PHASE ONE: A PITCH **KIDS LOVE**

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**MAY 2021** Written Out Loud pitched the summer program to rising 2nd through 9th graders (we held one kickoff assembly per grade)

**351** students enrolled (opted in)

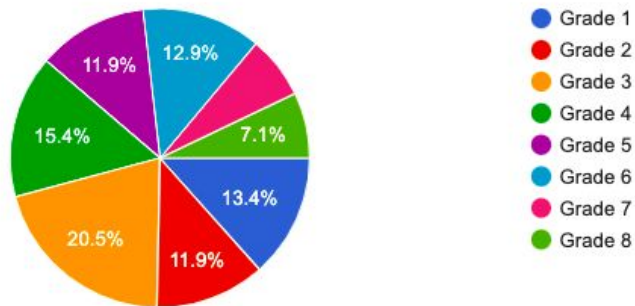
**Over 80% of enrolled showed up on Day 1** of their camp session (compared to 60% average attendance in previous summer programs)



# PHASE TWO: MEASURING ENTHUSIASM

What is your child's current grade? (2020-21)

395 responses



PEAK ENTHUSIASM,  
enrollment, and  
program suitability:

**3rd-6th graders**

AGES 8-11 = THE IDEAL WINDOW TO INTRODUCE WRITTEN OUT LOUD

# PHASE THREE: JOY - AND RETENTION

IF THEY CAME,

THEY  
STAYED.



**100% of East Windsor students**  
who showed up on Day 1 of camp became a regular attendee.

## PHASE FOUR: WRITING GROWTH **ACROSS THE BOARD**

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**90% of regular attendees** showed a significant (50% or greater) growth in the quantity of their writing.

increased writing quantity =  
increased **courage** and **confidence**



# WRITING GROWTH: STUDENT A, 4th Grade: 175% increase

## SESSION ONE

"Hey Mark! Come dig with me in my backyard," Theo said. "ok" Mark said. Mark and Theo go to the backyard where the grass was shiny the tree would glow and the fence was normal, they both breathed the fresh air in and got to digging Mark starts digging as Theo starts too, as they dig they find a picture it seems on the picture there is dogs flying some were standing there looking at the camera when they both take a closer look they both see Theo as a pup being held by one of the flying dog people they both get up and run to Grandpa and Grandma.

## SESSION FIVE

Theo thought turning Mr. Pearweathers thumb into a paw would make him weaker but it made him stronger. Theo didn't know why Mr. Pearweather was doing this so he asked "Mr. Pearweather why are you doing this?" Mr. Pearweather responded, "Because I want to be a dog again I want to have better powers than your parents Mahahaha"! "Where are Virginia's parents"! "Downstairs on your left take two more Lefts and you'll be there". Theo strike lightning now Mark and Virginia have some powers to keep Mr. Pearweather distracted while Theo went to find the basement.

Pearweather soon then makes a big storm shield that glows and sparkles but is dangerous to go touch, with the dog paws his shield is stronger then ever and bigger than ever "Wow my shield is big and powerful this is perfect". While Mr. Pearweather is making a shield Theo finds Virginia parents and potions that sparkle and glow and each one is a different color as he goes over about to touch it Virginia's parents tell Theo it's a trap " Theo don't touch them they can and will steal your powers"! Theo walks away from the fake powers. Mark feels very excited to have cool powers like Theo Mark sees a obby so he does it as he jumps from side to side running while its flooding and when his almost there he hears thunder he nearly lost balance on a tall wood stick, with Theo and Virginia's parents and Theo's parents and Virginia they go looking for the real powers, Virginia parents tell Theo that " We were forced to help Mr. Pearweather". Then all of a sudden Mr. Pearweather comes down to the basement Theo acts fast he pretends he lost his powers while Mr. Pearweather tries walking him to put him in the cage.

## PHASE FIVE: SOCIAL EMOTIONAL LEARNING

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STUDENT B, 5th grade - Came out of his shell; built **friendships**

STUDENT C, 5th grade - Grew his **courage** and **trust** in his fellow storytellers

STUDENT D, 6th grade - **Worked through conflict** with others

STUDENT E, 3rd grade - an ELL student gains **confidence** in his communication and relationships

## CASE STUDY: STUDENT B,, 5th Grade

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# A Student Comes Out of Their Shell and Builds Friendships

“Ryan was, at first, my most reluctant participant. However, as he got more comfortable with the group, and we incorporated more Minecraft into the story (which he’s completely obsessed with), he started to open up a lot. By the end of the camp, he had shared with me a Minecraft story he had written on his own, and had invited several group members to join his weekend Minecraft-playing zooms. He also got really excited about the story in the last couple of days, and ended up writing the longest chapter in the entire book.”

## CASE STUDY: STUDENT C, 5th Grade

# Growth in Courage and Trust of Others

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“Timour is absolutely terrified of what other people think of him and his writing. He told me that he doesn't even share what he writes with his parents. I'm grateful that what he wrote even ended up on the document. I think even that took some courage. The day that I told him he would probably have to share and he adamantly refused - I was nervous that I had scared him away. But he stuck around even though he probably thought I was going to force him to share. I think that took courage and I appreciated his perseverance a great deal. Timour seemed to feel like part of the group by the end (I think this is because Srikar started to always ask him what his vote was for) and even said that he would miss them!!!”

“Srikar's openness made it easier for the others to open up too. He is incredibly funny and eager and chatty. He was also the only one that addressed Timour directly - and got Timour to respond. I was very grateful that he did this, as I think his efforts were not only more successful, but more meaningful than mine.”



## CASE STUDY: STUDENT D, 6th Grade

### — Working Through Conflict in a Positive Way

“Amara had a very high level of writing - one of the highest - and it was almost always clear what she was trying to say and talking about. One of my favorite moments, the first and only one of real conflict in the group, Erica and Pranavi really wanted the villain to get burned into ashes at the end, but Amara thought it was too gruesome. She really stuck up for herself and when they suggested alternate forms of killing, she remained against extreme violence. That didn't keep her from compromising when the time came though, and agreeing that the Villain should instead crumble away when his powers are taken away, since he was probably thousands of years old. This was a great demonstration of her remaining true to herself and having the courage to dissent, but still keeping the group in mind and working towards a solution that worked for everyone.”

## CASE STUDY: STUDENT E, 3rd Grade

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### An ELL Student Grows and Gains Friendships

“Jad recently moved here from Lebanon, and English isn't his first language. He showed courage and perseverance by engaging the best he could each day, and leaning on his teammates for support!”

250 of 350 East Windsor students have been  
named WOL STARS!

After being sorted to their noble houses, they will  
begin writing their **second books** this fall!



BRAINSTORM BEASTS



DRAGONSLAYERS



RISING PHOENIXES



STORY NINJAS

# RECOMMENDED BY SCHOOL PSYCHOLOGISTS

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“As a certified school psychologist, I recognize the need for social and emotional learning to be prioritized in schools. Stunted and volatile emotionality can alter a student’s access to academic programs, and limit their growth and potential. Written Out Loud is a unique program that allows students to grow as writers, which supports the academic curriculum. While they are growing as writers, they are simultaneously developing their social and emotional intelligence by expanding their emotional insights, establishing outlets of self-expression, and collaborating creatively with peers. In addition to professionally recommending this program as a school psychologist, I have also witnessed firsthand how this program has supported the emotional growth of my daughter.”

-Rebecca Sitman, school psychologist, Hatboro-Horsham, PA



# OUR SCHOOL PARTNERS



NEW SCHOOLS ARE ADOPTING WRITTEN OUT LOUD EVERY DAY!

# WRITTEN OUT LOUD COMBATS THE TOUGHEST PROBLEMS FACING SCHOOLS TODAY

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**ABSENTEEISM** Written Out Loud's programs consistently attract - and retain - a greater percentage of students than comparable enrichment programs.

**DISENGAGEMENT** Through our small class size, all students feel seen and heard - and lean into the creative process as a result

**ISOLATION** In our team-oriented creative sessions, students rely on, inspire, and uplift each other - deepening their connection with peers

**DEPRESSION** Above all, we teach **storytelling through joy**, reconnecting every student with the part of them that fell in love with stories in the first place.

# ENDORSED BY SCHOOL ADMINISTRATORS

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“From my perspective as a chairperson, I couldn't have been happier with the work that the Written Out Loud team accomplished with our eighth grade at H.C. Crittenden Middle School. In the midst of a pandemic, the WOL team was able to inspire a group of 8th-graders, transforming them into published writers. I love that the focus of the program is on storytelling; the WOL story directors have a great way of helping students understand the building blocks of great stories. They rely on the writing that students already love to help them understand how to structure their own stories, validating the interests of students who already have an interest in fantasy, sports, and superheroes. Our students were motivated to work incredibly hard to turn their ideas into fully-developed stories - and published books. What I love about Written Out Loud is that it positions all students for success. Even our reluctant readers and writers were inspired by the program.”

-Duane Smith, English Dept. Chairperson

H.C. Crittenden Middle School (Armonk, NY)

# WHO WE ARE

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Our program combines three powerful disciplines

- Ivy League-caliber education (our senior leadership team met while studying at Yale + co-founder Jason Gordon has spent 20+ years designing educational programs)
- Hollywood-caliber storytelling (co-founder Josh Shelov is an Emmy-Award winning filmmaker)
- Silicon Valley-caliber program design (co-founder Tim Mansfield is a fmr Google/YouTube Sr. Engineer)



# Written Out Loud's commitment to help you "OUTLAST ARP ESSER"

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Our objective is not only to help you give your *current* students a lifelong love of storytelling and writing. Our ultimate objective is to embed our values and methodology in your school system in perpetuity, in a way that will outlast this ARP ESSER "bubble," and allow you and your staff to deliver the value of this program to your district's students for years to come.

If you are pleased with the impact and value of our pilot program in your district in Year One (2021-22), we would be happy to discuss a phased ramp-up in Year Two (2022-23) that allows us to deliver the program to more students, followed by a "train the trainers" handoff process in Year Three (2023-24) that will allow your teachers to deliver our methodology going forward, without additional spend. All steps of such an arrangement are opt-in; if you wish to conclude our arrangement after the pilot, that's at your discretion.

# PILOT PRICING

*typical program = 16 hours, 2x/week for 8 weeks  
program length and cadence is negotiable based on customer needs  
available as either afterschool or in-school/ELA partner*

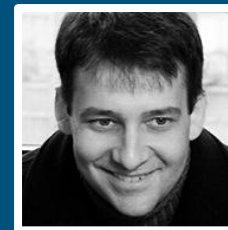
NUMBER OF STUDENTS IN PROGRAM	1-99	100-249	250-499	500-999
COST PER STUDENT PER HOUR	<b>\$30</b>	<b>\$28</b>	<b>\$26</b>	<b>\$24</b>
COST PER STUDENT PER PROGRAM (16 HOUR PROGRAM)	\$480	\$448	\$416	\$384

SAMPLE TOTAL PROGRAM COSTS	NUMBER OF STUDENTS	50	150	300	750
	TOTAL PROGRAM COST	\$24,000	\$67,200	\$124,800	\$288,000

**ALL PROGRAM COSTS ARE INCLUDED - INCLUDING BOOK PUBLISHING AND SHIPPING**

# FROM OUR FOUNDER & CEO

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When I was in elementary school, I was a creative kid who felt, deep down, that I didn't have a creative place to play. The activities that were open to me were, basically, sports. Sports were where the peers and parents went, after school every day, delivering the kind of validation that only transpires when an entire community mobilizes around an activity.

After a 25-year career making films in Hollywood, I created Written Out Loud to give creative kids the exact same team- and community-oriented validation that young athletes receive. Written Out Loud delivers elite instruction, mentorship, and fellowship - combining Hollywood storytelling techniques with Ivy League caliber instruction and Silicon Valley-engineered program delivery. Our unique group-storytelling approach is revolutionizing how kids learn writing, transforming even reluctant readers into joyful writers - and yes, published authors. Not only does Written Out Loud develop kids' storytelling skills, it gives them a safe, inspiring space to grow their courage, empathy, and self-confidence.

Following our appearance on *Good Morning America*, Written Out Loud is now partnering with schools, districts and organizations across the country. We've successfully delivered our program as an afterschool program, an in-school ELA partner, and as a summer and spring-break day camp, depending on your needs. Our social-emotional learning core makes us a perfect application of federal ARP ESSER funding. And we're happy to build an integration strategy that can teach your teachers the Written Out Loud methodology, so that our program can be a part of your school and community for decades to come.

"At Written Out Loud," said one of our students, "I'm more myself than anywhere I've ever been." We would be thrilled and honored to provide this same outcome for the children of your community: to create the kind of space that so many creative kids need, deep down.

I'd be thrilled to speak with you. You can reach me at [josh@writtenoutloud.org](mailto:josh@writtenoutloud.org).

Joshua Shelov, Founder & CEO



THANK YOU! LET'S TALK!



We can't wait to give your students a lifelong love of writing.