Are you ready to ship?

What is “Shipping”?

Shipping, at its core, is moving something (or oneself) from Point A to Point B. When it comes to building your EdCorp, shipping is about moving into the discomfort necessary to ship your work and talents out into the world. It’s publishing that blog post you’ve had in your drafts. It’s walking into that local business and speaking to the owner about your work. It’s using those design skills to create beautiful marketing materials – and then publishing them to your social media account. Shipping is about getting your work from inside the classroom out into the world. It’s about getting students out in the community -- physically and virtually -- interacting with others and strengthening muscles that all-too-often get ignored.

What are Shipping Cards?

On each card, you will find a different task -- or shipping opportunity -- for your students. These cards provide different ways to get students -- with different skills and interests -- and their work beyond the four walls of the classroom.

How can they be used in my classroom?

It’s completely up to you! Assign cards to students. Let each student draw a card at random or even ask each student pick their own. These cards are meant to guide and inspire students as they build their business. Whether you decide to assign them as homework, use them to prompt group activities, or compete to see who can “ship” the most, we hope that these cards stoke imagination and help build creative confidence!
How do I print and organize the cards?

The cards are organized into content categories and color-coded. Print them out, cut between the numbered cards and fold them in half, so that each card has a number on the front and a "Name/Date/Teacher" section on the back.

How do I display or share the cards?

This is completely up to you but here are a few ideas!

1 - Create a Shipping Box. Decorate a box for the Shipping Cards and place it at the front of the classroom. Create a divider in the box to separate complete/incomplete cards and leave it out for students to explore.
2 - Create a Shipping Board. Decorate a bulletin board and display each student's name across the top. As students complete the cards, tack them up under each student’s name. Let’s see who can ship the most this year!
3 - Come up with your own and make sure to share it in the “#edcorpsthatship” channel in Slack. You may inspire other teachers!

How do I share my cards with the RWS Team?

There are a few ways that you can share your cards with the RWS Team.

1 - Take a picture or record a quick video and post it on social media! Use the hashtag #EdCorpsThatShip and tag Real World Scholars.
2 - Write a blog! Have the students write a short blog about their "shipping" experience. Make sure to include pictures! You can publish it on a blog you run or send it to us!
3 - Add them to Slack! There you will find a channel called “#edcorpsthatship” Take a picture of the cards and upload them directly to Slack. This is a great way to share if you don't have media release forms signed by parents.
4 - Send them to our office. Throw all the completed cards in an envelope and send them to the RWS office. If you chose to send the cards, make sure not to wait until the end of the year! We'd love to see them throughout the process!

Please note, feedback and storytelling is an important part of the EdCorps process. Whether through these cards or another form of storytelling, our continued relationship depends on our ability to see what's happening in your classroom and tell those stories in an ongoing way. So get out there, ship your work, and let us know how it goes!
Idea + Product Development
1. When developing your product or service, conduct interviews with potential customers. Consider setting up at a local store to ask people for feedback. Refer to the customer feedback questions in the Idea + Product Development section of your Ship It Book.

   Idea + Product Development
   #EdCorpsThatShip

2. The Business Model Canvas is a great tool. Try printing it on poster paper and using post-it notes to fill it out. Hang it and invite professionals into the classroom to critique it and provide feedback. Edit the boxes as your ideas evolve. Find it in the Ship It Book.

   Idea + Product Development
   #EdCorpsThatShip
3

Nepris is a valuable tool to connect with professionals in a wide range of fields. Identify 2-3 of your biggest challenges and reach out to experts in those fields via the Nepris platform for help.

Idea + Product Development #EdCorpsThatShip

4

Create your own networking event. After making a checklist of the problems you’d like to solve, invite parents and community members to the event to discuss. Set up different stations where people can stop to offer advice, test your products, etc.

Idea + Product Development #EdCorpsThatShip
Visit the EdCorps Marketplace to learn more about other EdCorps in your community. Pick an EdCorp and reach out (by Google Hangout, email, or phone call) to those students to gain inspiration and insights.

Idea + Product Development

#EdCorpsThatShip

Once you've created a prototype (or a minimum viable product - MVP), get feedback from users in your target market and use it to improve your product. Reference the Idea + Product Development section of the Ship it Book to learn more about target markets.

Idea + Product Development

#EdCorpsThatShip
Contact the Young Entrepreneurs Association or some similar organization (often part of your local Chamber of Commerce). Ask for a review of your current business tactics.

Idea + Product Development
#EdCorpsThatShip

Once you have a general idea of your product, share your ideas with the greater EdCorps community. Ask for critical feedback to help you craft an even better approach!

Idea + Product Development
#EdCorpsThatShip
Building the Business

#EdCorpsThatShip
Create an advisory board. Ask prominent or knowledgeable people in your community to sit on the board and advise your progress. Try creating a professional and unique invitation with apps like Canva!

Building the Business
#EdCorpsThatShip

Utilize the Brand Identity section of the Ship it Book to craft your brand identity. Reach out to a local advertising agency to get a consultation and feedback.

Building the Business
#EdCorpsThatShip
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**Teacher**

Name: 

Date: 

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### 11

Get business cards printed. Consider including something thatprovokes a response in others, like a question ora hashtag, which canencourage customer engagement on social media. Hand them out in the community and see what happens!

Building the Business

#EdCorpsThatShip

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### 12

Your business card gives you a reason to talk to people. Practice speaking with new contacts in different ways, evolving your pitch with each repetition. You can start by telling someone about your business and simply asking for feedback on your business card.

Building the Business

#EdCorpsThatShip
After you have crafted your brand identity (see Branding resources in Ship It Book), design 3 different versions of your logo that you think match that identity. Conduct a survey (online or in person) with potential customers to gauge which is most popular or what feelings each logo evokes.

Building the Business
#EdCorpsThatShip

Photograph the process of building your business, developing your product, etc. Post as a photo essay on your social media accounts or blog.

Building the Business
#EdCorpsThatShip
15

Begin writing a company playbook, outlining the practices and processes of your business (e.g., how to make your product, keep track of inventory, brand guidelines, etc.). It will be helpful to advise students who may join the business later. Reach out to a local entrepreneur who can help with this process.

Building the Business
#EdCorpsThatShip

16

Build your website with a free website builder like WIX or Squarespace. You can build a customized site and link the products on your website to your EdCorps site. As you build the site, reach out to a local web development firm for advice.

Building the Business
#EdCorpsThatShip
Reach out to creative agencies in your community and ask for a 30-minute meeting or video call to discuss your brand strategy. Pro tip: prepare something before your meeting so you can gain feedback on your work.

Building the Business
#EdCorpsThatShip

Find an accountability partner/critical friend to give you feedback on an idea, strategy, or product.

Building the Business
#EdCorpsThatShip
19
Start a blog. Write short blurbs about your challenges, lessons, and home runs. Publish them online.

Building the Business
#EdCorpsThatShip

20
Reach out to a group of adults (or your advisory board, if you've created one) and schedule a standing check-in meeting. You can use this time to share progress and ask for advice. It will also help keep you on track!

Building the Business
#EdCorpsThatShip
Reach out to your PTA/PTO to find out if there are opportunities for partnership or collaboration!

Building the Business
#EdCorpsThatShip

Reach out to a local bank or credit union. Ask if someone would be willing to meet with you to discuss your business model and give you tips on managing your budget.

Building the Business
#EdCorpsThatShip
Find a business in your community that sells similar products or services. Email or call them to ask for advice.

Building the Business
#EdCorpsThatShip

Find a web design business on the EdCorps Marketplace (www.edcorps.org) to help you rebuild your website on another website platform. Negotiate a deal! Blog the negotiations.

Building the Business
#EdCorpsThatShip
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Create an account on Fiverr to outsource some of the creative work (business cards, logo, etc.) for your business.

Building the Business
#EdCorpsThatShip
Going to (the) Market

#EdCorpsThatShip
Reach out to local news outlets (print and TV). Let them know you have that started a company and how you'll be using your profits. Consider sending them a press release with relevant information in it. Refer to the Ship It Book for a template.

Going to (the) Market
#EdCorpsThatShip

Write a launch announcement and send to everyone in your community. Include your website, contact information, and specific ways that people can support your success.

Going to (the) Market
#EdCorpsThatShip
When in a safe place, introduce yourself and your company to someone you don't know. Use your business cards and ask them what improvements you could make to your product!

Going to (the) Market
#EdCorpsThatShip

Set up a booth at your local farmer’s market to advertise your business and sell your product or service.

Going to (the) Market
#EdCorpsThatShip
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**30**

Video storytelling is powerful. Reach out to a local video production company and ask for tips and a potential partnership.

Going to (the) Market

#EdCorpsThatShip

**31**

Issue a Press Release. Publish it on your social media or blog and tag people that you want to know about your progress!

Going to (the) Market

#EdCorpsThatShip
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**Date:**  
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**Community Member:**  
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**Educator:**

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**32**

Visit or call your local chamber of commerce. Let them know that you’d like to learn more about their work and the best way to utilize their services.

Going to (the) Market  
#EdCorpsThatShip

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**33**

Design a flyer for your business and post it on local community bulletin boards (YMCA, community centers, etc.)

Going to (the) Market  
#EdCorpsThatShip
34

Research inexpensive ways to promote your small business and try one!

Going to (the) Market
#EdCorpsThatShip

35

Go door-to-door in your neighborhood (or school community), handing out business cards and telling neighbors about your business.

Going to (the) Market
#EdCorpsThatShip
Find a local conference that relates to your business or education interests (STEM, art, entrepreneurship, etc.) and apply to present at one of the sessions. Talk about the value of running a business from your classroom, lessons learned, skills gained, or tips/strategies for people who want to learn more.

Going to (the) Market  
#EdCorpsThatShip

Imitation is the best form of flattery. Find a company with social media accounts you'd like to model. Reach out to them and ask for tips.

Going to (the) Market  
#EdCorpsThatShip
### Find an article written about student entrepreneurship or something specific to your business. Email or tweet the author, informing them about how your project relates and ask for advice.

**Going to (the) Market**

#EdCorpsThatShip

### Create a commercial for your product or service and post it online.
In sales, many techniques and approaches exist. Research one (see your Ship It Book for tips) and practice your pitch with someone outside of your school community. Ask them for honest feedback.

Going to (the) Market

#EdCorpsThatShip

Once you have a clear idea of your mission, create a short video telling your story and conveying that mission to the world. You can use that video to introduce yourself to customers on your website and through social media.

Going to (the) Market

#EdCorpsThatShip
Use your on campus tv/news channel to announce your company and product or service. Let your fellow students know how they can help spread the word!

Going to (the) Market
#EdCorpsThatShip

Make videos of customers using your product and sharing their experience. Consider creating a campaign where customers upload (or tweet) their own videos using your products. Incentivize it with a prize!

Going to (the) Market
#EdCorpsThatShip
Special packaging is all the rage these days. Show off your design skills and create unique and custom packaging. Use your brand guidelines to create a branded shipping experience.

Going to (the) Market
#EdCorpsThatShip

Using photos of your business, create 10 Instagram-style photos that can promote your product and show behind-the-scenes shots. Use a tool like Tweetdeck, Hootsuite, or Buffer to schedule your posts at different times of the day.

Going to (the) Market
#EdCorpsThatShip
Using a social media publisher (like Tweetdeck, Hootsuite, or Buffer) and track which posts perform best. Use that insight to adjust what you post. Utilize the social media best practices in the Ship It Book to guide this process.

Going to (the) Market
#EdCorpsThatShip

Experiment with different Thank You cards. Send out a few different designs to specific customers and track engagement and repeat sales. For ideas about Thank You cards, see the resources in your Ship It Book.

Going to (the) Market
#EdCorpsThatShip
Reflect & Grow

#EdCorpsThatShip
Find a local entrepreneurial networking group in your area (try meetup.com or 1millioncups.com). Ask if they would consider advising your company on a specific topic or challenge.

Reflect & Grow
#EdCorpsThatShip

Research local business mentors and mentorship networks in your community. Reach out and ask individuals to come into the classroom and advise on specific topics (like branding, pricing, etc.).

Reflect & Grow
#EdCorpsThatShip
Start a Facebook page with a company-wide email account. Invite your friends to “Like” your page. Research the best ways to utilize Facebook for business. Visit the Reflect & Grow section of the Ship It Book for help.

Reflect & Grow
#EdCorpsThatShip

Start a company Instagram account. Find relevant accounts and follow them. Research the best way to utilize Instagram for business – visit the Reflect & Grow section of the Ship It Book for help.

Reflect & Grow
#EdCorpsThatShip
Start a company Twitter account. Using tools like Klout, find the biggest influencers in your industry and follow them. Research the best way to utilize Twitter for business – visit the Reflect & Grow section of the Ship It Book for help.

Reflect & Grow
#EdCorpsThatShip

Reach out to local retailers and shops. Ask if they would consider carrying your product in their stores.

Reflect & Grow
#EdCorpsThatShip
Create an account on MailChimp. Have your teammates each collect 2 email addresses that can be added to the email list. Craft an email announcing the launch of your company. Refer to the Reflect & Grow section of the Ship It Book for more information on using email campaigns.

Reflect & Grow
#EdCorpsThatShip

Research "cause marketing." If you have not determined how to use your profits, find a partner that can help grow your business while helping to better your local or global community. See the Partnerships section of the Ship It Book for more inspiration.

Reflect & Grow
#EdCorpsThatShip
Create a #FlashbackFriday social media post to share your origin story with your customers. Everyone loves a throwback.

Reflect & Grow
#EdCorpsThatShip

Learn the best way to introduce yourself: practice. Come up with a bank of questions you can ask strangers that help break the ice.

Reflect & Grow
#EdCorpsThatShip
Visit the EdCorps Marketplace at www.edcorps.org. Find another business you think is interesting. Reach out through their Facebook page to propose a collaboration.

Reflect & Grow
#EdCorpsThatShip

Have something you want promote with a bang? Utilize tools like ThunderClap to help enroll people as evangelists and cheerleaders.

Reflect & Grow
#EdCorpsThatShip
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**Teacher:**

**Date:**

**Name:**

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**Card 60:**

Make a "Pay-What-You-Can" product box and find venues willing to let you put one in their store. Consider writing a thoughtful and professional letter or recording a short video for them. See the Ship It Book for more insight.

**Reflect & Grow**

#EdCorpsThatShip

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**Card 61:**

Send a survey to previous customers asking for feedback on the product(s) they purchased. Figure out what they liked and didn't like. Ask for suggestions or improvements. Have a debrief meeting to discuss how you can incorporate their feedback.

**Reflect & Grow**

#EdCorpsThatShip
Designate a Chief Storyteller who interviews classmates and customers about their ongoing experiences. Translate those interviews into blog entries.

Reflect & Grow
#EdCorpsThatShip

Drop company business cards at local libraries, businesses, coffee shops, and community centers.

Reflect & Grow
#EdCorpsThatShip
64

Create an animated video about your product or service. Customers love to learn how things work and platforms like Powtoon, Animaker, or Moovly make it easy.

Reflect & Grow
#EdCorpsThatShip

65

Design creative postcards to advertise your business. Have them printed at a local office supply shop and give them out to customers. Consider promoting a sale that is just for them!

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**66**

Experiment with a subscription box. Group some of your most popular products together in a monthly package. Create a specific social media campaign to advertise it. See the Reflect & Grow section of the Ship It Book for more insights!

Reflect & Grow  
#EdCorpsThatShip

**67**

Making a customer feel special is a great way to keep them coming back. Design a small gift (stickers, keychain, pencil, etc.) for your business and gift them to each customer with their order.

Reflect & Grow  
#EdCorpsThatShip
Launch a "New Product Campaign." Follow up with customers and ask them what new product lines that they would like to you offer. Using their feedback, develop a new product prototype.

Reflect & Grow
#EdCorpsThatShip

Create a Pop-up Store! Look for a public space (or space that could be loaned) that you might be able to use and find out what resources in your community could help make this happen! See the Reflect & Grow section of the Ship It Book for more ideas.

Reflect & Grow
#EdCorpsThatShip
Do a brain dump. Write down every challenge you have with your business. Make a chart, then brainstorm who in your community might be able to help you solve each challenge. Divide, conquer, and reach out by phone or email for advice.

Reflect & Grow
#EdCorpsThatShip

Design seasonal/holiday products and create promotional campaigns for them. Lean into the design and storytelling potential!

Reflect & Grow
#EdCorpsThatShip
Have students/teachers openly reflect and blog about what hasn't worked in the business-building process, as well as what has. Everyone loves to see behind the scenes!

Reflect & Grow
#EdCorpsThatShip

Create a hashtag and host a Twitter chat. Bonus: have guest EdCorps students help you moderate!

Reflect & Grow
#EdCorpsThatShip
Using Flipgrid, create grids that tell multiple stories in multiple ways (e.g., video, social media, blog, etc.).

Offer sales to customers for milestone events (like when you pass $1000 in profits).
What product best compliments your product? Is that offered by another EdCorp in the community? See if you can co-brand or market those products together.

Reflect & Grow
#EdCorpsThatShip

Incentivize customer engagement by offering a gift package of your products and/or services.

Reflect & Grow
#EdCorpsThatShip
Interview your principal and/or superintendent, asking "What value does running an EdCorp have for our students?" Publish their thoughts online.

Reflect & Grow
#EdCorpsThatShip

Create a blog and several thought leadership articles that bring context to your business. Make the case for your type of learning and your business!

Reflect & Grow
#EdCorpsThatShip
Reach out to other blogs and offer to guest blog. If their expertise is relevant, consider offering them space on your blog as well.

Reflect & Grow
#EdCorpsThatShip

Using tools like VideoScribe, create your own chalkboard video. Use that video to explain to customers how their products are made or where you are sending your profits.

Reflect & Grow
#EdCorpsThatShip
Create a Facebook/Twitter advertising campaign. Start with different designs and track their success. Adjust your activities accordingly.

Reflect & Grow
#EdCorpsThatShip

Local colleges often have their own radio stations and newspapers. Reach out and ask if they would promote your product to their audience. If your profits are helping benefit a local cause, be sure to mention that!

Reflect & Grow
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Having a hard time with sales? Conduct interviews, asking specific questions about what the customer would prefer to make your product more suitable to their tastes.

Reflect & Grow
#EdCorpsThatShip

If sales are slow, write down your current sales strategy. Utilize an industry professional on Nepris or ask local business owners for help and suggestions.

Reflect & Grow
#EdCorpsThatShip
Have a wild new idea? Try to validate customer interest early with QuickMVP.

Reflect & Grow
#EdCorpsThatShip

Curate content from thought leaders about their industry/region/product category and repost through your blog or social media. Be sure to reach out and ask permission and give appropriate credit.

Reflect & Grow
#EdCorpsThatShip
Once you feel comfortable with your current business growth, decide as a team what future goals you have. Use the EdCorps community to pitch that idea, asking for feedback and support as you explore new horizons.

Reflect & Grow
#EdCorpsThatShip

Create a mind map to help visualize what the future of your business might look like. Outline your goals and strategies to achieve them, as well as challenges and ways to overcome them. Choose another business from the EdCorps Marketplace, reach out to them about sharing your mind map, and ask for feedback.

Reflect & Grow
#EdCorpsThatShip
Social Impact & Community Connection

#EdCorpsThatShip
Identify causes that you care about and reach out to local organizations working on those causes to learn more about how you can help.

Social Impact & Community Connection

#EdCorpsThatShip

Find organizations that you’d like to support and reach out to them to suggest a partnership. Remember, partnerships have mutual benefit so consider how the organization might help you promote your business while you support their cause.

Social Impact & Community Connection

#EdCorpsThatShip
Issue a press release announcing that you have profits available to give back to your community. Ask community members to contribute ideas of how you can use those funds. You may want to consider making it a contest!

Social Impact & Community Connection
#EdCorpsThatShip

If your business is cause-related (i.e. your product or service helps solve a social problem), record a Public Service Announcement (PSA). Consider reaching out to a local radio station to see if they would be interested in airing it.

Social Impact & Community Connection
#EdCorpsThatShip
Use your profits to host a fundraising event for your cause, increasing the amount of money that you can contribute while spreading awareness.

Social Impact & Community Connection
#EdCorpsThatShip

Complete a service project as a class. Clean up a park, make a meal for a community member, volunteer with Habitat for Humanity...just get out there! Consider using social media to enroll more volunteers.

Social Impact & Community Connection
#EdCorpsThatShip
Conduct interviews in your community, asking individuals what local challenges they see. Use that insight to craft a social impact or profit-sharing plan.

Social Impact & Community Connection
#EdCorpsThatShip

Reach out to a local CSR (Corporate Social Responsibility) expert. Invite them into the classroom to help your business craft an impact plan. See the Social Impact & Community Connection section in the Ship It Book for tips on crafting an impact plan.

Social Impact & Community Connection
#EdCorpsThatShip
Once you have created your Impact Plan, present it to the EdCorps community and ask for feedback.

Social Impact & Community Connection
#EdCorpsThatShip

Visit www.kiva.org or www.donorschoose.org and search for projects that are aligned with individual team members' passions. Invest money in individual projects. Record 2-minute videos explaining why you invested in each cause and share with your community.

Social Impact & Community Connection
#EdCorpsThatShip