

PARTNER OUTREACH PLAYBOOK

Ready-to-send messages for homeschool organizations.

Personalize the bracketed details, keep the claim language intact, and link to divergefolio.com/partners.

Email: curriculum company or homeschool business

Subject: A recordkeeping benefit for [Company] families

Hi [Name],

I created Divergefolio because homeschool learning rarely fits neatly into a stack of worksheets. It helps parents turn quick notes, attendance, books, activities, supports, and photo evidence into editable records and downloadable PDF portfolios.

I think it could complement [Company]'s work by giving your families an easier way to document the learning they are already doing - without adding more staff paperwork for you.

We are opening a small pilot for referral partners and member-benefit partners. You can review the program here: divergefolio.com/partners.

Would you be open to a 20-minute conversation about whether this fits your families?

Warmly,
Tabitha
Founder, Divergefolio

Email: co-op, umbrella school, or association

Subject: Less recordkeeping stress for your homeschool families

Hi [Name],

I am reaching out from Divergefolio, a parent-managed homeschool documentation app. Families can capture attendance and everyday learning, add captioned photo evidence, edit the organized record, and download polished PDFs for their own files.

Because homeschool requirements vary by state, we never promise legal compliance. Our goal is simpler: help families keep the records they choose to maintain in one calm, organized place.

I would love to explore offering Divergefolio as a member benefit for [Organization]. Details are at divergefolio.com/partners.

Would [day/time] or [day/time] work for a short introduction?

Best,
Tabitha
Founder, Divergefolio

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Short messages that open the door.

Facebook or LinkedIn direct message

Hi [Name] - I created Divergefolio to help homeschool parents turn everyday learning, attendance, and photo evidence into organized records and downloadable PDF portfolios. I think it could be a useful member benefit for [Organization]. We are opening a small partner pilot, and I would love to see whether it fits your families: divergefolio.com/partners

Follow-up after 5-7 business days

Hi [Name] - I wanted to gently follow up on Divergefolio. It is a parent-managed recordkeeping tool designed to reduce the scramble of turning a homeschool year into organized documentation. If this is not your area, would you point me to the person who manages member benefits or partnerships? Details: divergefolio.com/partners

30-second spoken pitch

Say this

Divergefolio helps homeschool parents capture the real learning day - attendance, lessons, books, therapies, life skills, and photos - then turns it into editable records and downloadable PDF portfolios. We partner with organizations that want to give families less recordkeeping stress without creating more work for their staff.

Discovery-call questions

- How do your families currently handle attendance, progress records, or portfolios?
- Where does recordkeeping create the most stress or support requests?
- Would a referral offer, member discount, or sponsored group arrangement fit your model best?
- What privacy, legal, or procurement information would you need before recommending a parent-managed app?
- How would you introduce a new member benefit: email, resource library, webinar, or curriculum onboarding?

Approved positioning

USE	AVOID
'Helps families organize parent-managed homeschool documentation.'	'Keeps every family compliant in every state.'
'Turns everyday learning into editable records and downloadable PDFs.'	'Guaranteed to be accepted by schools, evaluators, or agencies.'
'Requirements vary; families should confirm their state's rules.'	Medical, therapy, legal, or educational outcome claims.