



The LaFramboise Group / Solution Marketing Services is partnering with the Office of Catholic Schools. We are building a web based platform that aims to solve many of the issues currently weighing on the Catholic schools in the Chicago Archdiocese:

- Marketing campaign planning
- Creation of relevant and eye-catching marketing materials
- Easily updating or editing current marketing or communication material
- Brand consistency
- Budget constraints – what is needed vs what you can afford
- Fundraising
- Marketing guidance
- Networking with other schools
- Ideas (marketing / fundraising / community spirit)
- Consistent communication with other schools and leaders at the OCS
- Parent position turnover and passing along information
- Understanding of where to purchase a variety of products and what are competitive costs you should expect to pay
- Lack of graphic design capabilities
- Vendor management of an array of several products
- Organization of school digital files for print marketing material and school logos
- Difficulties with selling and carrying inventory of spirit wear and school / parish branded merchandise
- Transparency in spending of multiple school / parent groups
- Managing / monitoring the branding of parent groups within your school
- Synergy from multiple groups in regards to spending / purchasing

Our platform will offer solutions to every one of these issues and more.

The Office of Catholic Schools is offering this program, free to all Catholic Schools in the Chicago Archdiocese, with no contract or exclusivity agreement.

If you are interested in hearing more or would like to schedule a meeting / phone call, please email: info@thelaframboisegroup.com or call us at 888 842 7418 x 1

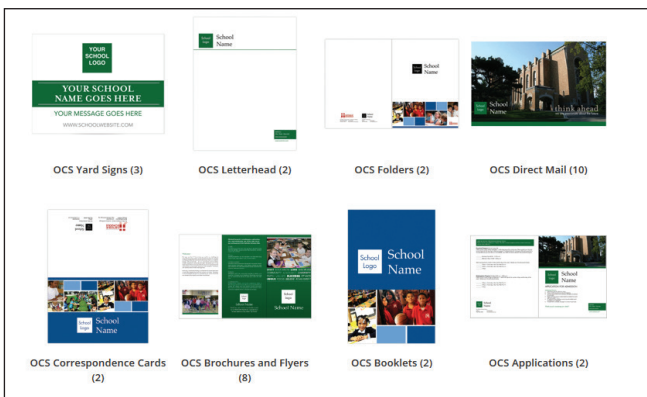
Chicago Archdiocese - Office Of Catholic Schools Purchasing Center

For more details on what is available for your school, click below.

PARTNERSHIP WITH CHICAGO'S CATHOLIC SCHOOLS

Purchasing Solution Benefits:

- Custom purchasing system built specifically for each individual school
- Being on a network with other participating schools will increase buying power and leverage for all schools
- Having a single source for all product needs - creates an easy button to source any new or existing products your school needs
- Each individual school will dictate what products are offered on their site
- All schools will receive the same pricing offering best existing option to all schools
- LFG will source any product your school needs and present multiple options when available. LFG will work with individual schools to maximize budgets.
- Each school / parish will have a custom library and histor of their own creative files
- Schools will have access to select print templates and products of other schools with their consent
- Your schools site will offer transparency in ordering of individual groups within the school
- Participate in Consolidator programs – consolidating the orders of multiple schools at a select time to create efficiencies in production reducing costs significantly
- Create a Logo Locker to store all approved school logos for use by all school groups, keeping your branding consistent
- LFG offers free graphic design for all participating schools



Spirit Wear Benefits:

- Purchase all your schools spirit wear on your platform
- LFG will act as your purchasing arm with multiple apparel manufacturers to easily manage the ordering of your schools spirit wear. Working with a single contact will save your school parent or administrator significant time managing these purchases.
- LFG will work with each school to offer low miniums at affordable prices minimizing up front costs and inventory limitations



Digital Store Benefits:

- LFG will build a digital store front for your school to sell spirit wear or school branded promotional items to your school families, friends and alumni
- LFG will manage this site for every school
- All proceeds will go directly to each school

