



AMI Marketing Materials Toolkit: Helping you bring Montessori to the world.



As part of a greater effort to strengthen AMI's marketing efforts and grow AMI Montessori's presence in the U.S., these materials are designed to help schools and training centers promote the great work of AMI teachers, teacher trainers, and staff with the goal of bringing AMI Montessori to more children in the U.S. and around the world.

Each resource is described below, including guidelines for the appropriate audience and how to distribute most effectively. Questions about these resources can be directed to: info@montessori-ami.org.

General Resources



AMI Research Summary

In 2017, AMI undertook research in the United States to learn directly from Montessori parents about why they choose Montessori and sometimes choose not to continue. This summary highlights nine key insights from the research which inform the messaging used in these marketing materials, enabling us to meet parents where they are by speaking about the value Montessori provides to children, schools, parents, and society.

This resource is available in the following languages: English, Spanish, Chinese, Arabic

AMI Message Summary

Informed by the 2017 Montessori parent research insights, this document summarizes what the AMI community needs to know to connect with parents and better serve the development of their children. The key findings are outlined here and then distilled into a clear message frame to help AMI explain the value of AMI Montessori to parents and community stakeholders.

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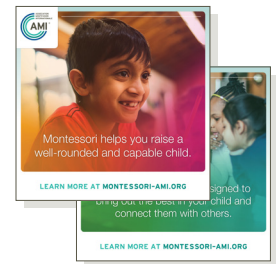


Research and Messaging Core PPT

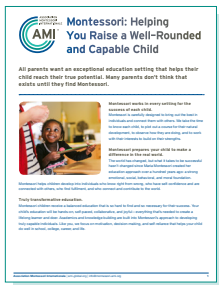
This detailed presentation describes the methodology, research insights, implications, and resulting messaging from the 2017 Montessori parent research. It is appropriate for general audiences, and each research finding is supported by data directly from the qualitative and quantitative research.

Social Media Graphics

Intended for use on social channels such as Facebook, Twitter, and Instagram, these evergreen graphics highlight key takeaways from the research-based AMI message frame that will communicate the value of Montessori to parents, current and potential teachers, and general audiences. These graphics encourage followers to learn more at the AMI global website and can be paired with a call-to-action customized for specific needs of your school or training center.



Resources for Schools



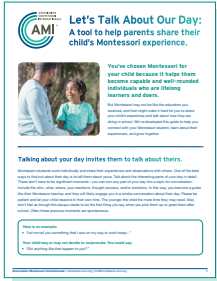
Parent Outreach One-pager

Applying the core messaging from the 2017 parent motivation research, this leave-behind document is intended for schools to share with parents, as well as potential parents, interested in the value that AMI Montessori offers their child and their family. It describes the education environment parents can expect from AMI Montessori, the quality training AMI Montessori teachers receive, and the reassurance parents need that their child will receive a truly transformative education that fits their needs at each developmental stage.

Parent Outreach PPT

This presentation is intended for schools to use with prospective parents or as an introduction to parents of children new to the AMI Montessori approach, such as at the beginning of a new school year. Designed to take about 30 minutes, the slides walk parents through what they can expect from their child's Montessori education and reassures them that AMI Montessori is their partner in preparing their child for success in school and in life.





Parent Engagement Resource

One insight from the 2017 Montessori parent research is that parents often feel disengaged with what their children are learning and experiencing each day. This resource is designed to guide parents through questions and prompts to pose to their child to encourage conversation and discussion about what they are learning in school. It is ideal for younger children in the 3-6 and 6-12 classrooms.

Training Center Resources



Teacher Outreach One-pager

Emphasizing the high-quality and hands-on training that AMI Montessori teachers receive, this leave-behind document outlines the benefits of AMI teacher training in the classroom and around the world. It prompts potential teachers to learn more and explore training center offerings on the AMI global website and can be used by schools, training centers, and training center alums to recruit new teacher trainees to join in bringing Montessori to the world.

Teacher Outreach PPT

This presentation, designed to take about 30 minutes, guides potential teacher trainees through the benefits of AMI Montessori teacher training and how it supports their ambitions to have a truly transformative impact on the lives of young people. There is a prompt to learn more from the AMI global website training centers page and a slide that allows training centers to customize with their own name, training course dates, location, and contact information.

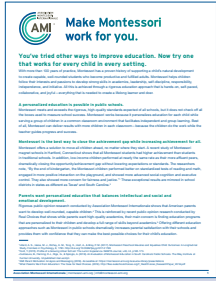


Teacher Outreach PPT (SHORT VERSION)

An abbreviated version of the full Teacher Outreach PPT, designed to be presented in 15-20 minutes time.

Teacher Outreach PPT (FOR ALUMS)

Training centers often say their best spokespeople are alums. This PPT is designed specifically for former students of AMI training centers to recruit other potential AMI teachers to train at their alma mater. Contact information can be customized at the end of the presentation and there is space to customize with the training center name throughout.



Policymaker Outreach One-pager

Training centers and potentially individual schools who need to advocate for policy change can utilize this one-pager with legislators. Advocates may find this useful for persuading legislators about the value of Montessori and how policy changes to regulate other types of schools actually hurt Montessori’s authentic implementation—which has an impact on student success. It can be used in conjunction with MPPI resources: <https://www.montessoriadvocacy.org/>

Policymaker Outreach PPT

Capturing policy issues and policy change recommendations for better supporting authentic Montessori implementation, these slides include the key points described in the Policymaker Outreach One-pager in an engaging presentation that AMI training centers and potentially schools can use in their advocacy efforts.



Donor Outreach PPT

This presentation describes the contribution of AMI Montessori teacher training toward developing capable and just individuals that can connect and contribute to the world around them. It outlines the opportunity for investments in teacher training centers and what that means for recruiting and training more AMI Montessori teachers in the U.S. There is also a placeholder for a customized ask for training centers to adjust for their funder audience or particular funding needs.



These materials are available to download from our online Resource Library:

<https://montessori-ami.org/resource-library>