

OUTSCHOOL

OUTreach

*Your guide to referring on
Outschool via OUTreach*



Updated 4/2023

What is OUTreach



OUTreach is Outschool's referral program for educators. This program allows Outschool educators to earn cash and rewards outside the classroom by sharing their experience with Outschool with their friends, family, and anyone else interested in Outschool!

Your mission is straightforward: spread your love of Outschool to as many people as you can. Each new buyer who signs up using your coupon code and completes a class within 30 days will earn you \$20. You will also earn rewards when you hit certain benchmarks. Each user who signs up using your coupon code gets up to a \$20 credit for their first class.

Thank you for helping Outschool ignite a passion for learning in as many kids as possible.



How it works



You share your custom coupon code

Once approved for the OUTreach program, educators will be emailed their custom coupon code to share with their community and beyond.



Your referral signs up and receive \$20 to use on their first class

Your referral will get \$20 credit to use towards their first class upon signup.



You earn \$20 cash once they attend class #1

You earn \$20 cash once your referral attends the first session of their class. Must be within 30 days of sign-up. Payments will be sent via Paypal once a month.

How to get started



Share on social media

Post your coupon code on Facebook, Instagram, Twitter -- the possibilities are endless! One tip from a top referrer is to share how you use Outschool with your network so they can see themselves using it, too!

Share your favorite classes

Let your network know what classes your kids are taking on Outschool and invite them to join your kid in class!

Get creative

Many top-referrers share coupon code via printed flyers, text messages, and in other non-social media locations. Get creative and share your coupon code in new places!



Sample Email Copy Example

Subject line: I've got something special to share!

Hey there, amazing friends and family!

Ready for a big dose of excitement? I've got something super cool to share with you!

Outschool is allowing me to offer my friends and family an exclusive deal. You can now get a smashing \$20 OFF when you sign up for your kiddo's very first class!

Just use this magical code during checkout: [\[use your coupon code here\]](#)

But please don't keep this to yourself! Share the joy with other curious minds in the family too! Spread the word and let's ignite the passion for learning together!

Talk to you soon,
[Your Name] 😊

Sample Email Copy Example

Hey there, my awesome friends and family!

I hope this email finds you all in high spirits and enjoying life's little adventures! Speaking of adventures, I stumbled upon something amazing that I just have to share with you all.

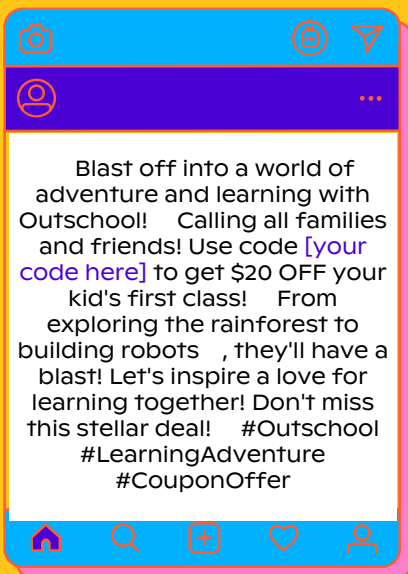
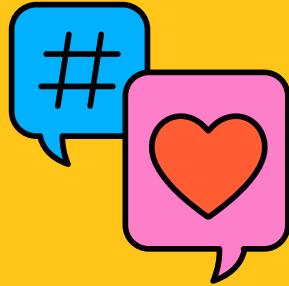
Have you heard of Outschool? It's an online platform that offers a wide range of fun, creative, and educational classes for kids of all ages. From arts and crafts to science experiments, coding to cooking, and even magical unicorn taming (well, almost), they've got classes that cater to every interest and curiosity!

But guess what? It gets even better! As a token of appreciation for being the most fantastic bunch of friends and family, I've managed to snag a special \$20 coupon code that you can use when signing up for your kiddos' very first Outschool class! Isn't that splendid?

All you have to do is enter the code [\[use your code here\]](#) during the checkout process when enrolling your child for their chosen class. I can't wait to hear all about the exciting adventures your little ones will have in their Outschool classes. Feel free to drop me a line and share their experiences!

Wishing you endless joy and discovery,
[Your Name]

Sample Social Copy Examples



Create a link or QR code using your coupon code

You can add a link that points back to your teacher page or the Outschool homepage and automatically applies the Coupon code to your referral's cart!

There are multiple formats you can use:

Outschool Homepage:

- [Outschool.com/?couponCode=<yourcodehere>](https://outschool.com/?couponCode=<yourcodehere>)

Direct to your Outschool teacher Account:

- add this extension to your profile URL: ["?couponCode=<yourcodehere>"](https://outschool.com/teachers/Teacher-Helen?couponCode=<yourcodehere>)

Example:

<https://outschool.com/teachers/Teacher-Helen?couponCode=<MYCODE>>