INVITATION TO YOUR LAUNCH LAUGH & LEARN
(or any Laugh & Learn at your house)

Personalize your message with information about why you love the SimplyFun mission.

Points to cover when inviting people to your launch Laugh & Learn

- Share our mission: To **Build Smarter Kids & Stronger Families** through the amazing power of PLAY
- Tell them games provide a way to help children learn and practice important skills (social and academic) while having fun with the entire family
- Mention that our educational games are award-winning and exclusive
- Remind them that each game is designed to be played in 30 minutes or less
- Share the Did you know? fact sheet
- Tell why they would benefit from attending (BE SPECIFIC)
- Assure her a Laugh & Learn takes about one hour
- Ask for a decision

**SAMPLE VERBIAGE:**

“**Hi Nicole,** I was giving you a call to tell you that I just became a Playologist Builder (Master or Mentor) for a company called SimplyFun. I love their mission - to help **Build Smarter Kids & Stronger Families** through family learning games. Since you’re so involved with your children’s education, and SimplyFun is all about partnering with parents I immediately thought of you when I saw these games. They’re great! Many have won awards and they’re designed exclusively for SimplyFun. I’m inviting some friends over next Thursday night to show how they can help your children learn a variety of skills (social, academic and emotional). We’ll play just a bit of several games so you can see which one is best for your family. It will take just about an hour. Can I count you in?”

“**Hi Amanda,** I was giving you a call to tell you that I just became an official Playologist Builder (Master or Mentor) for a company called SimplyFun. They make these amazing games that are fun to play and also help kids learn and practice all sorts of skills – academic and social. You know that teachers say children do better in school when parents are involved, and these games involve the whole family and are amazing. Another thing I love is that you can play them in about 30 minutes. I think you’ll really enjoy seeing these. I’m having a few friends over for about an hour next Wednesday at 7:00 and was hoping you could come over. How’s that work for you?”