

Changemaker
Education

MICROSCHOOL FOUNDER

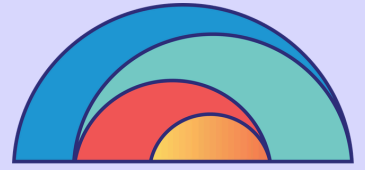
*Invitation
to Launch*

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A comprehensive look at the support
Changemaker Edu Founders receive to launch
microschools that change lives.

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Dear Future Changemaker,



You're here because something inside you said, **There must be a better way.**

Whether it was a quiet nudge or a bold decision, you've taken the first step toward creating a learning environment where children are known, challenged, and inspired to flourish.

We believe the future of education will be built by passionate people who care deeply about children and their communities.

At Changemaker Education, we exist to help exceptional founders turn that vision into a thriving microschool. We believe every community deserves schools that are human-centered, purpose-driven, and designed around the unique needs of the families they serve. We also know you should never have to build something this important alone.

That is why we have created a community of microschool founders who learn from one another, challenge one another, and celebrate one another's successes. Along the way, you'll have access to proven systems, practical tools, experienced coaching, and a network of people who genuinely want to see your school succeed.

But our work doesn't end when your doors open.

Launching a school is only the beginning. Our commitment is to help you build a school that lasts. As your leadership team, thought partner, and community, we'll continue supporting you through enrollment, operations, finances, educational excellence, leadership challenges, and sustainable growth so your school can flourish for years to come.

We are not here to hand you a one-size-fits-all model. We are here to help you build your dream school, your beautiful vision, with confidence, clarity, and the support to create something that reflects your vision while standing the test of time.

This guide offers a glimpse into what that journey can look like. Inside, you'll discover our approach, the support you'll receive before and after launch, and the next steps for becoming part of the Changemaker community.

We are honored you're here, and we hope this is just the beginning.

With admiration and belief in what you're building,

David K. Richards & Joy Meserve

Who are your partners?

About CEO, David K. Richards

For more than 25 years, David K. Richards has dedicated his career to reimagining education and helping people unlock their fullest potential.

He has launched and led charter, private, and microschools, helped scale innovative learning models across more than 300 schools nationwide, and raised over \$52 million to support educational innovation. Along the way, he has served as a teacher, principal, charter network executive, leadership coach, and mentor to countless educators and school founders.



David believes education should develop the whole human being, not just academic achievement. His own personal healing journey inspired Changemaker Education's Mind, Body, Soul (MBS) Framework, which now serves as the foundation for helping founders create schools where children and adults can truly flourish.

Changemaker Education is the culmination of David's life's work: helping visionary leaders build schools that transform communities for generations.

David holds degrees from UC Berkeley and Stanford University and lives in Sacramento with his family.

About COO, Joy Meserve

Before Changemaker Education, Joy spent 23 years helping build iD Tech from a four-location startup into the world's largest STEM education provider, expanding to nearly 190 locations across seven countries and serving more than 600,000 students through hands-on, project-based learning experiences. Her operational leadership helped position the company for its acquisition in 2021.

Throughout her career, Joy has believed that great organizations are built by empowering people. The same principles that helped thousands of educators create transformational learning experiences at iD Tech now guide her work with microschool founders: ownership, autonomy, partnership, and purpose.

At Changemaker Education, Joy helps founders build not only schools that launch successfully, but organizations that can grow, adapt, and flourish for years to come.

Joy is also the founder of Leading with Joy, where she speaks and consults on her Partner Leadership framework, helping organizations build cultures where people do their best work together.

She holds a BA in Communication and Theatre from the University of California, San Diego, and lives in Los Angeles with her family.



What's Really Involved in Launching a Microschool?

No One Opens a Microschool Because They Love Paperwork.

You start with a dream...

Then, somewhere along the way, you discover zoning regulations.

Yes, it does take more than finding a building and loving kids.

Launching and sustaining a thriving microschool means learning to become an educator, entrepreneur, community builder, marketer, recruiter, financial planner, and school leader, often all at once.

Along the way, founders often find themselves asking questions like:

- How do I know whether my state allows microschools?
- Would my families have access to state subsidies, ESAs, scholarships, or vouchers?
- Should I operate as an LLC or a nonprofit?
- What licenses, permits, or zoning approvals might I need?
- What type of facilities should I consider? What can I afford?
- How do I create a financially sustainable tuition model?
- Where will my first families come from, and how do I find them?
- How do I convert my leads into enrollments?
- Which curriculum is right for my vision?
- What insurance do I need?
- How do I create parent agreements, enrollment forms, and handbooks?
- How do I budget for cash flow before tuition begins?
- Who and how do I hire when I'm ready?
- What technology systems should I use for marketing? Enrollment? Classroom management?
- How do I build something that lasts?

The good news?

You don't have to figure it out alone.



Your Changemaker Experience

What You'll Receive as a Founder in the Cohort

As a member of the Changemaker Edu cohort, you'll gain access to our full suite of resources, coaching, tools, partners, and the community designed to help you launch a thriving microschool from the ground up.

Coaching & Strategic Advising

Bi-weekly 1:1 coaching and advising calls with David or Joy

On-demand Founder support sessions

Monthly group gatherings and guest experts

Optional workshops with topical training

"Board of Directors Style" thought partnership as you build your vision

Quarterly Mind Body Soul sessions that unlock your own perceived barriers to your development as a Founder

Business, Legal & Operational Support

Startup Roadmap + Entity planning guides

Dozens of operational strategic planning tools and templates for handbooks, enrollment forms, marketing materials, budgeting and finance tools, etc.

Trusted Partnerships & Discounts for Founders with Facility Brokers, Insurance Brokers, Software, Advertising, Funding, and more

Knowledge & support on zoning, permitting, compliance, and accreditation navigation

Comprehensive Checklists, and Accountability Tools



Curriculum & Educational Design

Implementation support and training for our Mind Body Soul Curriculum, our social-emotional framework with an emphasis on self-accountability

Ongoing guidance on academic principals, models, and pacing options

Best practices for teaching mixed ages

Abridged Solution for Middle States Accreditation

Marketing & Enrollment

Featured page and listing on ChangemakerEducation.com

Creative support on branding, logo, website, and ad designs

Marketing Collateral Templates Provided (Flyers, Social Posts, Emails)

Market Research Tools & Workbook

Proven Strategic Marketing Strategies

Sales & Lead Conversion Training

Application & Enrollment Forms

Discounted Targeted Campaign Lists & Postcard Mailing

Supplemental Workshop & Short-Program Support



Our Changemaker Community

Launching Together ♥ Building Together ♥ Fine-tuning Together

Launching and operating a microschool can feel lonely. Not for Changemaker Founders.

From the moment you join your cohort, you'll spend the next year alongside microschool founders across the country who are navigating the same questions, celebrating the same milestones, and solving the same challenges.

Some of the greatest breakthroughs happen between coaching calls, as founders share ideas, encourage one another, and realize they're part of something much bigger than their own school.

Your Cohort Experience

- ✓ Lifelong Relationships
- ✓ Monthly Founder Cohort Sessions
- ✓ WhatsApp Community
- ✓ Best Practice Sharing
- ✓ Shared Resources
- ✓ Peer Problem-Solving
- ✓ Guest Experts
- ✓ Cross-School Collaboration
- ✓ Shared Wins & Challenges
- ✓ Founder Conferences & Retreats

"Building a microschool can feel isolating, but Changemaker made it feel possible. Their encouragement, practical resources, and genuine partnership helped me move from vision to real momentum. What matters most is knowing I'm not doing this alone. I'm part of a community that believes in the mission and walks alongside founders every step of the way."

— Dr. Yvonne Rooks, Founder
It Takes a Village Microschool



Beyond Launch

First, we help you launch.

Then, we help you lead.

Opening your microschool is not the finish line. It's the beginning.

As your school grows, new opportunities and new challenges emerge. Enrollment, staffing, finances, parent communication, governance, educational quality, and sustainable growth all become part of your leadership journey.

That's why Changemaker's partnership continues long after launch.



Strategic Leadership

Leadership coaching, difficult decision support, annual planning, board guidance, and a trusted thought partner as your school evolves.



Operational Excellence

Support with staffing, parent communication, policies, compliance, technology systems, and the day-to-day realities of running a thriving school.



Educational Excellence

Ongoing implementation support for MBS, project-based learning, self-directed learning, mixed-age classrooms, and continuous improvement.



Professional Learning

Continued workshops, guest experts, founder retreats, and leadership development as your microschool evolves.



Collective Wisdom

Tap into the community intelligence of founders across the country who are solving the same challenges you're facing.



Sustainable Growth

Continued support with enrollment, staffing, budgeting, financial health, facility upgrades, and planning for your next chapter.



Mind Body Soul (MBS)

Whole-Human Development for a Flourishing Life

Education has long measured success through grades and test scores. While those matter, they don't tell us whether a young person can build healthy relationships, navigate adversity, discover purpose, or contribute meaningfully to the world.

Every Changemaker microschool shares one common commitment: helping young people flourish academically, emotionally, physically, and personally. That's why every Founder receives our Mind Body Soul Curriculum Framework.

Mind

- Self-awareness
- Growth mindset
- Emotional intelligence
- Critical thinking
- Healthy Decision-making
- Purpose and identity

Body

- Nervous system regulation
- Mindfulness
- Healthy habits
- Stress management
- Body awareness
- Resilience

Soul

- Empathy
- Gratitude
- Healthy relationships
- Community care
- Integrity
- Service and contribution

How We Bring It to Life

- Reflection and journaling
- Mindfulness and breathwork
- Collaborative problem-solving
- Conflict resolution
- Community circles
- Service learning
- Movement and body awareness
- Gratitude practices
- Purpose exploration
- Real-world leadership opportunities

A Shared Foundation

Every Changemaker microschool is intentionally unique. Founders build schools around their own passions, gifts, and communities, whether that's nature, the arts, STEM, entrepreneurship, athletics, or something entirely their own.

Yet every Changemaker school shares one unwavering commitment: helping young people flourish. The Mind Body Soul Framework provides that common foundation while giving every Founder the freedom to bring their own vision to life.

**Because the greatest predictor of a fulfilling life isn't simply what you know.
It's who you become.**



Our Commitments to Each Other

Reciprocal Norms for a Thriving Partnership

Successful partnerships are rooted in mutual respect, consistent communication, and shared purpose. As we walk alongside you with tools, strategy, and soul, we ask for your full engagement and integrity in return.

This is not just a business. It's a calling. And like all transformative work, it takes all of us. By honoring these shared behaviors, we create a foundation of trust, courage, and momentum. This is how we build something extraordinary—together.

What You Can Expect From Us

- **Thought Partnership:** Strategic advising, individualized coaching, practical tools, and a reliable rhythm of communication to keep you grounded and moving forward.
- **Timely Responses:** We commit to being responsive and present in our work with you.
- **Clarity & Transparency:** We'll be honest about what we know (and don't), and work quickly to provide solutions.
- **Encouragement & Accountability:** We'll celebrate your progress and lovingly challenge you to grow.
- **Authentic Presence:** Every call and session is a chance to go deeper. We'll show up ready to do meaningful work.

What We Ask of You

- **Show up Fully:** Set aside the time and intention to attend all coaching sessions, workshops, and cohort calls on time. Reschedule sessions within 2 business days.
- **Respond Promptly:** Reply to emails, texts, and messages within 2 business days so we can keep building momentum.
- **Communicate Openly:** Keep us updated on your progress, needs, and challenges. Stay vocal. We can't support what we can't see.
- **Engage Proactively:** We highly recommend that you save time and use the tools provided, ask for help when stuck, and take initiative when opportunities arise.
- **Follow Through:** Honor deadlines you set, complete action items, and take ownership of your journey. When things slip (and they sometimes will), reach out—don't disappear.
- **Respect the Agreement:** Honor the financial and brand licensing commitments we've mutually agreed upon.
- **Stay Aligned:** Be in integrity with our values—love, autonomy, creativity, and community—and the goal of launching your microschool next fall.

We are ALL in - Are you?



Next Steps



- ☐ Book an Interview with David and Joy
- ☐ If selected to join, sign an agreement
- ☐ Submit References & Background Check Info
- ☐ Submit Program Fee or Setup Payment Plan
- ☐ Schedule your Kickoff Call
- ☐ Receive Access to the Resource Portal
- ☐ Begin your journey as a Microschool Founder
- ☐ Meet Your Cohort and Launch!



As you start to walk on the way, the way
appears. Clarity doesn't come before action.
It comes from action. - Rumi

