



DIRECT COMMUNICATIONS UPGRADE YOUR SCHOOL PROGRAM

Direct Communications has recently donated \$2,315.79 to RSU #3 (serving 11 towns in Waldo County) for the first half of 2023. They have also donated \$159.90 to RSU #71 (serving 5 towns in Waldo County). This was done through a program called "Upgrade Your School". Direct Communications created the Upgrade Your School program which allows new and upgrading customers the opportunity to select the school district they wish to receive their first month's payment. The schools are able to use the money towards programs, improvements, infrastructure, or wherever they deem a need.

Though it is such a unique program for schools, RSU #3 and RSU #71 are not the only ones that have benefited. RSU #38, RSU #22, RSU #19, and SAD #53 all have received donations from Direct Communications. In total, for the first two quarters of 2023, the Upgrade Your School Program has donated \$4,534.84 to local school districts! This program has already benefited an increasing number of schools in our community, and it is just starting.

The Marketing Manager for Direct Communications, KaLee Ralphs made this comment "*The Upgrade Your School Program is a perfect fit for the mission of Direct Communications. We are always looking for ways to support the local communities in which we serve, and this program gives us an opportunity to let our customers help accomplish that. We recognize that our schools are vital institutions in the rural communities that we serve. Our primary goal is to make sure that our schools have everything they need to help our students and communities be successful.*"

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