

KeeperBox

Mission & Brand Foundation

Mission Statement

KeeperBox helps schools give families something priceless — a simple, lasting record of childhood, one school year at a time.

Taglines

- **Childhood, kept.** — Primary tagline

Common Threads

Where both the Consumer (Parent) and Provider (School) perspectives naturally converge:

Theme	Parent Reads As	School Reads As
Preservation	"My child's years are saved"	"We helped make that happen"
Simplicity	"It just works"	"No burden on our staff"
Trust	"This is safe and private"	"Families trust us more"
Community	"We're connected to school life"	"Families feel closer to us"
Lasting Value	"Something I'll keep forever"	"A benefit that differentiates us"

Consumer (Parent) — Candidate Angles

The emotional core: memory, time, and not missing it.

1. Capturing Childhood ★ Preferred

"Every ordinary school day is an extraordinary memory waiting to be kept."

Values: Preservation, simplicity, trust

2. The Worry-Free Parent

"KeeperBox keeps the moments you can't be there for."

Values: Peace of mind, reliability, connection

3. Legacy & Identity ★ Preferred

"The years go fast. The memories should last."

Values: Family, heritage, tangibility

4. Simple & Meaningful ★ Preferred

"Not everything needs a filter. Some things just need to be kept."

Values: Authenticity, ease, intentionality

Provider (School) — Candidate Angles

The emotional core: community, trust, and institutional value.

1. Community Builder

"KeeperBox strengthens the bond between school and home."

Values: Community, transparency, partnership

2. School as Steward ★ Preferred

"Give families something they'll treasure forever."

Values: Pride, service, lasting impact

3. Differentiation

"The school that goes the extra mile — beyond grades and calendars."

Values: Excellence, family engagement, distinction

4. Effortless Program

"A meaningful family benefit that runs itself."

Values: Simplicity, reliability, ROI

★ Preferred angle

KeeperBox — Brand Foundation v1.0