



Lit 2024 - 25 SERVICES GUIDE



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Hey there, LIT Fam!

I am Natasha McDaniel, your Family LITeracy Coach! I equip families with the tools to strengthen their children's early LITeracy skills. Together, we will build strong readers and writers who think critically and creatively. My core priority is helping families to nurture children into confident, independent learners who value LITeracy as a meaningful part of their lives.

I am dedicated to transforming the way families engage in LITeracy –sparking learning growth for children and parents!



Natasha McDaniel, M.Ed.

Founder, CEO, & Family LITeracy Coach

WHY WORK WITH ME?



14 years of diverse experiences serving in education—in roles from elementary teacher to statewide literacy coach—reveal a clear and widespread need:

Families deserve more attention, support, and resources to effectively help their children at home.

Unlike traditional education companies, I prioritize learning and empowerment for the entire family. Research is clear that families' engagement in their children's academic journeys leads to increased motivation in school, improved reading achievement, and higher rates of graduation (National Educational Association, 2019).

I value caregivers as children's most impactful supporters and advocates for LITeracy learning success. As a result of more confident, equipped families, we will see more skilled, engaged children—leading to thriving adults who solve problems and think critically to empower our communities and reach their fullest potentials.

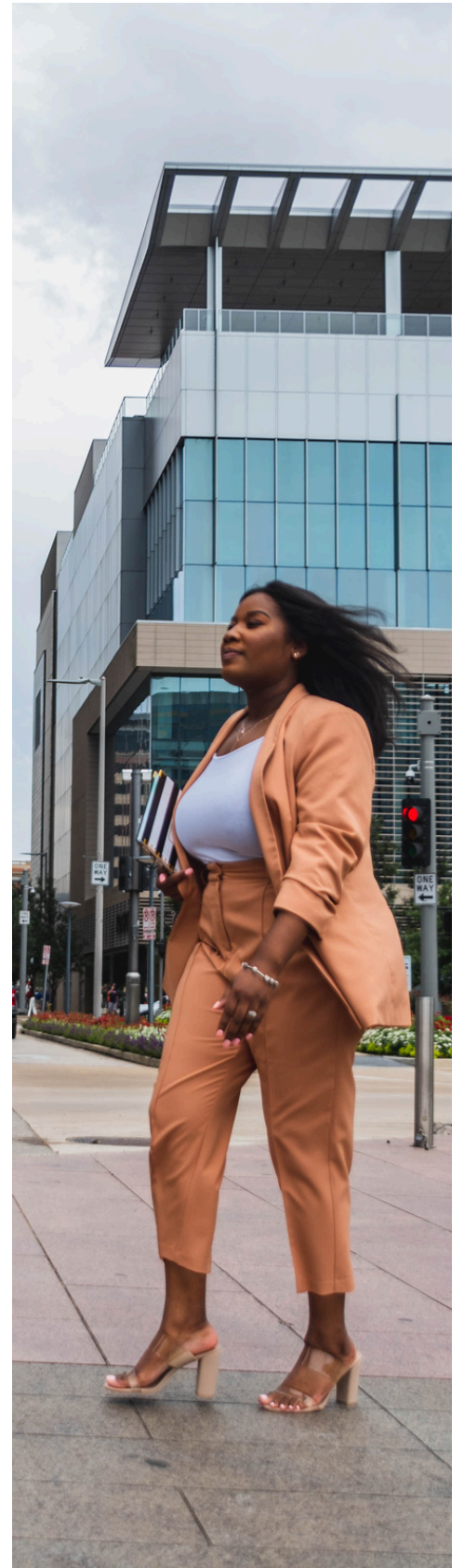
MY SERVICES

1 Family LITeracy Workshops
Unique, interactive learning sessions designed to provide families with the skills and strategies to strengthen their children's early LITeracy skills. Engaging workshops boost family confidence to better support learners.

2 Small Group LITeracy Coaching
Deep dive into the specific needs of families and their learners through small group coaching sessions. Every session offers tailored support and skill practice to transfer at home!

3 1:1 Family LITeracy Planning
Families develop LITeracy plans including learning goals, action steps, and supportive accountability to move children and families toward LITeracy growth and success.

4 Family LITeracy Event Planning
Collaborate to design a Family LITeracy event tailored to your community's needs. Family LIT Nights feature hands-on learning activities to engage the community in LITeracy!



FAMILY *Lit* WORKSHOPS

Family LIT Workshops are interactive, culturally inclusive learning sessions designed to build knowledge and skills that fuel families to provide children with stronger at home LITeracy support. Clients gain memorable learning experiences, live coaching, and ready-to-use resources.



✓ HIGH QUALITY TRAINING

Training content and methods are rooted in the science of teaching reading, culturally relevant teaching, and adult learning theory. Workshops are intentionally crafted to be engaging and relevant, creating meaningful connections that apply to families' daily lives. Training series are delivered in up to (4) two-hour workshop sessions.



✓ REAL TIME PRACTICE AND SUPPORT

No "sit and get" around here! I lead by modeling effective LITeracy learning strategies that families can transfer at home with children. Participants try new strategies in a low risk, highly supported environment. Hands-on practice and in-the-moment feedback build confidence that prepares families to effectively assist their LITeracy learners.



✓ TRUSTED RESOURCES

Take the guesswork out of what families need to know to successfully nurture their child into a strong reader and writer. All of the information they need has been created and curated to ensure that their foundation is solid. Families learn the skills and gain the resources that will help build LITeracy foundations that lead to bright futures.

Four core Family LIT Workshops include: *The Building Blocks of Early LIT*, *Creating LIT Read Alouds*, *Strengthening Home-School Partnerships*, and *Everyday LIT Routines*

SMALL GROUP LITERACY COACHING

SIX-WEEK FAMILY *Lit* ACCELERATOR

WEEK
1

NAVIGATING THE LITERACY LANDSCAPE | 1:1 SESSION

Self-Awareness: Families share their unique qualities and strengths along with limiting beliefs and opportunity areas for academic engagement. Together, we set a vision and goals for families' LITeracy learning journeys.

WEEK
2

ILLUMINATING THE LITERACY JOURNEY | GROUP SESSION

Early Literacy Development: Learn how reading works and the essentials to nurture early LITeracy development everyday. Families discover and practice research-based strategies to support strong LITeracy learning.

WEEK
3

IGNITING READING | GROUP SESSION

Lifting Reading Comprehension: Clarify the importance of reading comprehension, the essential skills it contains, and how to help their child build it. Families plan interactive read alouds to engage readers at home.

WEEK
4

FUELING PHONICS | GROUP SESSION

Reinforcing Phonics: Establish the need for solid phonological awareness to develop strong phonics skills. Families learn to target phonics skills based on their child's needs. They engage in fun family phonics activities!

WEEK
5

SPARKING WRITING | GROUP SESSION

Authentic Writing: Find out authentic writing opportunities to get kids writing more—including storytelling. Families learn how to walk their child through the writing process and the stages of writing development.

WEEK
6

MAINTAINING THE FLAME | GROUP SESSION

Celebration of Learning: At the LITeracy Learning Showcase families demonstrate their learning, progress toward their goals throughout the program, and changes in family LITeracy engagement.

FAMILY *Lit* EVENT PLANNING



Want to promote family LITeracy, but don't know where to start? Family LIT Nights are the answer! Host an enjoyable evening of fun that ignites LITeracy learning for everyone.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ 2 strategic planning meetings to develop a unique Family LIT Night for your community
- ✓ Comprehensive package with ready-to-use templates, task lists, activities, and more
- ✓ Day-of on-site assistance to ensure the LITeracy event runs smoothly and efficiently

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FLAME REVIEWS



Rachelle C. 🔥 🔥 🔥 🔥 🔥

“My son was 5 years old when school abruptly closed down and I was left to teach him essential skills to set him up for reading success. While I am an educator, I felt like a fish out of water...I attribute my son’s success, not only to my teaching and dedication, but also to having the essential resources Natasha provided. Natasha has had a lasting impact on my child and for that I am eternally grateful...Natasha is a force!”



Shakita P. 🔥 🔥 🔥 🔥 🔥

“[Natasha] is passionate about literacy, excellent in workmanship, and not only knowledgeable, but able to teach. I’ve had the opportunity to attend one of her Family LIT Workshops. Her energy was engaging and captivating. She had the ability to capture the attention and participation of multi-aged participants. [Natasha] has proven to be an integral part of her community... I can’t say enough about Natasha McDaniel.”



Rasheeda B. 🔥 🔥 🔥 🔥 🔥

“Natasha is one of the best trainers I have witnessed! Her energy when presenting is electric! She is personable, highly engaging, professional, and confident. Natasha shines in her enthusiasm and advocacy for literacy... I was challenged to think deeper and differently about literacy. Natasha guided me in trying out new skills and I felt comfortable along the way.”

LET'S GET STARTED!

If you are ready to boost your families' academic support and fuel children's LITeracy growth, it is time to take action.

I am eager to help your families achieve their educational goals on this LITeracy journey to success.

[SCHEDULE A CALL](#)

[LEARN MORE](#)

I look forward to working alongside your families to spark the joy of LITeracy and ignite learning growth. If you have any questions or would like to explore our services in greater detail, please feel free to reach out!

Natasha

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