

# Better Futures launches exclusive streaming subscription service CRAFT+

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**Washington, D.C.** We are thrilled to introduce CRAFT+, a revolutionary, content-driven learning platform designed to elevate the professional development experience for early learning leaders and educators. In a world where time is precious, CRAFT+ offers a unique, immersive experience that caters to the needs of driven professionals who demand efficiency and excellence.

CRAFT+ is more than just a learning tool; it's a gateway to an enhanced webinar experience that streamlines access to high-quality, pre-recorded content. With hundreds of hours of curated material at your fingertips, CRAFT+ empowers users to manage their early learning businesses more effectively, balancing time, resources, and relationships with unprecedented ease. "CRAFT+ is the latest example of how Better Futures uses the latest technology to provide Early Childhood leaders and their staff with a variety of Professional Learning tools to improve the quality of their business and operations," said Better Futures CEO Dr. Robert Gundling.

This innovative platform stands out with its focus on delivering actionable insights and practical strategies tailored to the fast-paced world of early childhood education. Whether you're looking to refine your leadership skills, optimize your operational processes, or stay ahead of industry trends, CRAFT+ is designed to meet your needs with a blend of convenience and depth.

"We are incredibly excited to roll out the first iteration of CRAFT+," said LaToya Riggins, V.P. of CRAFT By Better Futures. "Our goal is to transform how early learning leaders interact with professional development resources. By offering a streamlined, content-rich experience, we're enabling our members to gain valuable knowledge and skills without the

usual constraints of time and location. CRAFT+ is a game changer! For ECE business owners who understand the importance of having access to hundreds of years of experience and knowledge in one place, there is no need to recreate the wheel, CRAFT+ answers all your questions and the membership (one-on-one advice) helps you apply it, it's a no brainer!"

CRAFT+ is committed to ongoing enhancement, ensuring that the platform evolves in response to user feedback and industry advancements. Our dedication to continuous improvement means that CRAFT+ will remain a cutting-edge resource, consistently providing innovative solutions to meet the dynamic needs of early learning professionals.

We invite early learning leaders and educators to explore CRAFT+ and experience firsthand the impact of this groundbreaking platform. For more information and to access CRAFT+, visit [[betterfuturesdc.com/gettheapp](https://betterfuturesdc.com/gettheapp)].

CRAFT+ is available in the Apple app store for \$4.99/month. Existing or New CRAFT members will get complimentary access to CRAFT+ as part of their annual plan which starts at \$99/year, and which offers all of the features of CRAFT+ as well as Live Webinars and Live Coaching support via Zoom.

**Provided below is a breakdown of the CRAFT+ :**

- Stream webinar programming on-demand, ad-free on mobile and tablet devices
- Live access to CRAFT Cafe Live across all devices
- Access to exclusive articles and content for members-only
- Automatic 10% off every purchase
- \$4.99/month or \$39.99/year

Beginning Tuesday, Aug. 12, new subscribers will be offered full access to stream on-demand classes on their computers, mobile and tablet devices with CRAFT+.

CRAFT+ gives you the freedom to watch 50+ classes, sessions, and Institutes on your on your phone, device, laptop or PC. New classes will be added every month to help you find your own path as a leader. [Learn more](#) about CRAFT+.