

Sample Introduction Email



To: [recipients email]

Subject: [recipient's name, Meet Kid Spark Education!]

Attachment: [Kid Spark Education Fact Sheet.pdf]

Dear [recipient],

As you may know, I serve as a Trustee on the Board of Directors for Kid Spark Education. Kid Spark is a national nonprofit headquartered in San Diego, CA with the mission to help all children prepare for a lifetime of interest in science and technology. We partner with schools across the United States to provide consistent, hands-on, affordable STEM education to bridge the widening STEM achievement gap for underrepresented youth and prepare all children to succeed in the 21st century.

Through the STEM Equity Grants Program, Kid Spark is working to disrupt the pattern of educational inequity by providing its STEM program to Title I elementary schools free of charge. Focusing on children in poverty, girls, children of color, and other underserved populations ensures that we are working toward our goal of equity in access to STEM education. We believe it is our obligation to give students from all backgrounds an equal chance to learn and love STEM.

Kid Spark's program works. The program is currently active in schools in all fifty states and internationally. Students in Kid Spark's STEM program report increased enjoyment of science/engineering and increased understanding and curiosity of STEM; educators report increased comfort teaching STEM; and girls report a dramatic increase in how much they like or love engineering.

Kid Spark's program is a new model for student success. We believe that starting early and providing children with sustained, hands-on experiential STEM learning opportunities is key. According to neuroscientists, children's brains develop most substantially in the first 8 years of life. Most STEM programs in the market begin in high school, which is too late – especially for underrepresented children. Further, equity and inclusion awareness have reached a pivotal moment in our society. Research demonstrates persistent inequities in STEM education, particularly for girls, low-income youth, and children of color. By grade 3 or 4, most children have decided whether or not STEM is for them based on their early exposure (or lack thereof) to STEM concepts. Inequity in exposure to STEM leads many underserved youth to opt out of STEM fields of study and careers. Kid Spark Education's definitive solution to the problem is different from other STEM education programs in the market.

Kid Spark is seeking donors and philanthropic partners to scale its program to every underserved elementary school in the United States. For less than \$6 per student per year, we can ensure that underrepresented youth have access to high quality STEM education in the classroom. This is a major opportunity to have a systemic impact on inequity in education. I have attached a fact sheet that further explains the program. I would be honored to discuss our work with you in more detail, and to consider ways your support could help us reach more underserved children in our communities.

Thank you for your consideration and I hope I can count on your support in any capacity.

With Gratitude,

[your name]