

OUTREACH EMAIL TEMPLATES

**PULL DON'T PUSH
WHY STEM MESSAGING TO
GIRLS ISN'T WORKING & WHAT
TO DO INSTEAD**

Julie Newman

For more resources, visit www.juliejnewman.com

TEMPLATE:
How to Ask Companies for Volunteers



To: Jane.Doe@company.com

Subject: Opportunity for Community Outreach—Engaging Girls in STEM

Hi Jane,

My name is Julie Newman and I am working with the Engaging Girls in STEM program with the Los Angeles County Office of Education. We are looking for women in engineering to volunteer for our annual event on March 15th at the Los Angeles County Arboretum to speak with middle school and high school aged girls about their careers.

Would you be able to forward the information attached to engineers at Boeing that might be interested? I have attached a flyer* to give your employees an idea of the event and how they can sign up to get involved in inspiring girls to pursue engineering!

If you are not the appropriate person for this, please let me know who I should be reaching out to. We look forward to having Boeing involved in our event and greatly appreciate

the support! I'm happy to answer any questions and provide more information as needed.

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*This flyer can be from a previous year if you are asking in advance and don't have all of the details finalized yet for this year. Simply modify that sentence to "I have attached a flyer from last year's event to give..." Refer to the next section for more details on making a great flyer. Including a flyer is helpful, but not required. You can also refer them to your website if that would be more appropriate for your organization.

TEMPLATE:
How to Ask Past Ambassadors



To: Jane.Doe@company.com

Subject: Volunteer again with Engaging Girls in STEM?

Hi Jane,

We're getting ready to kick off this year's Engaging Girls in STEM Event and we're hoping that you'll join us again this year to get more girls excited about engineering!

When: March 15th, 2PM–5PM

Where: California Science Center (700 Exposition Park Dr, Los Angeles, CA 90037)

How to sign up: Reply to this email with your name, job title, and employer*

I hope you will volunteer with us again to help share your knowledge and enthusiasm with the girls this year! Please see the attached flyer for more details and let me know if you have any questions.

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*If you want to get fancy, you can also utilize a custom Google form to capture this information in one place as a table, rather than buried in your email. This is especially useful if you have a lot of volunteers (say more than 20). If you go this route, make it a survey that can be filled out in less than one minute. You will ask for more information later, don't worry. It's important to make it EASY to say "yes." Don't ask them to describe their job, tell you about what inspires them, or send you a photo of themselves. These things might mean they will see the email and decide to answer later—but then forget about it or lose it in their inbox.

**TEMPLATE:
Asking Individuals Directly**



To: Jane.Doe@company.com

Subject: Volunteer to inspire girls in engineering!

Hi Jane,

My name is Julie Newman and I am working with the Engaging Girls in STEM program with the Los Angeles County Office of Education. We are looking for women in engineering to volunteer for our annual event to speak with middle school and high school aged girls about their careers. We're hoping you'll join us this year to get girls excited about pursuing engineering!

When: March 15th, 2PM–5PM

Where: California Science Center (700 Exposition Park Dr, Los Angeles, CA 90037)

Time Commitment: 3 hours during the in-person event, less than 1 hour of preparation beforehand

How to sign up: Reply to this email with your name, job title, and employer.

We hope you will volunteer with us to share your knowledge and enthusiasm with the girls! I've included more information in the attached flyer* and I'm happy to answer any questions.

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*Again, the flyer is highly recommended, but not required. For one thing, people tend to notice emails with attachments more than others in their inbox. They stand out and are just a bit more interesting. Secondly, it can allow you to give them more information without the email being too long (and thus mildly intimidating to read).

TEMPLATE:
Asking Ambassadors for Content



To: Jane.Doe@company.com

Subject: Info Needed—Engaging Girls in STEM

Hi Jane,

Thank you so much for agreeing to volunteer at our event! We are putting together a program for the event and would like a few things from you for it. Please send these over by February 15th so that we have time to get the programs together and printed.

1. A headshot of you
2. A short bio (3 to 5 sentences)
3. Short answers (1 or 2 sentences) to the questions below:
 - a. What do you love most about your job?
 - b. How have mentors helped you in your career?
 - c. What are your hobbies?

Thanks again for your support. We look forward to seeing you at the event on <date>!

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*As mentioned above, you can also use a custom Google form to collect these pieces of information conveniently in one place, rather than in a pile of separate emails. This can be particularly useful if you have a lot of volunteers.

TEMPLATE:
Nudge Ambassadors for Responses



To: Jane.Doe@company.com

Subject: Response Needed by 2/22—Engaging Girls in STEM

Hi Jane,

The girls are looking forward to meeting you at our event on March 15th! We're putting together our program and would still like to get a few things from you, ideally before February 22nd if possible:

1. A headshot of you
2. A short bio (3 to 5 sentences)
3. Short 1-2 sentence answers* to the questions below:
 - a. What do you love most about your job?
 - b. How have mentors helped you in your career?
 - c. What are your hobbies?

Feel free to send us quick answers! Alternatively, if you send us your LinkedIn profile, we can also grab your profile photo and information from there.

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*Only ask for the extra content and questions if you plan to actually use them. A surprising number of engineers can be perfectionists with this sort of thing (and might take an hour to answer the above perfectly). If you don't get a response but the Ambassador volunteered the previous year, you can simply copy the responses you got before and use them again.

TEMPLATE: One-Week Warning



To: Jane.Doe@company.com, Sally.Smith@company2.com,
Helen.Chen@company3.com...etc.

Subject: March 15th Event Details—Engaging Girls in STEM

Hello Ambassadors!

Our event is almost here! The girls can't wait to meet you next Wednesday!

Here are a few last-minute logistical details for the event:

Location: <Address of the event, and any instructions that might be needed to find the room>

Time: Please arrive by <15 min early time> so that we can have everyone ready by <event start time> when the girls arrive. The event will end at <event end time>.

Parking: <Give details about where to park and attach a diagram if possible>

What to bring: Feel free to bring any items or pictures that would help illustrate what you work on. We also recommend

bringing business cards or freebies from your company if you have them (the girls get really excited about these!).

I also wanted to let you know that we will be providing lunch/snacks* immediately after the event, so please stay and continue chatting with the girls if you are interested and able. If you have any questions about the event or will have any issues attending, please let me know as soon as possible.

Thank you again for volunteering with us and for helping more girls learn about engineering! Looking forward to seeing you all very soon.

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*Providing food is obviously not necessary, but it can be nice if your event is long or spans a meal time. Plus, baking in unstructured time when the Ambassadors can interact with the girls is an absolute win-win. So if you have the financial means to provide food, that can be an incredibly effective and slightly sneaky way of getting even more impact with your event. (Refer to Appendix B for information about securing corporate sponsorship to pay for things like catering at your events.)

**TEMPLATE:
Day-Before Reminder**



To: Jane.Doe@company.com, Sally.Smith@company2.com,
Helen.Chen@company3...etc.

Subject: STEM Event Reminder—Tomorrow @ <15 minutes
before event start time>*

Hello Ambassadors!

We look forward to seeing you tomorrow! Here are the key
details again for the event; please let us know if you have any
questions:

Location: <Address of the event, and any instructions that
might be needed to find the room>

Time: Please arrive by <15 minutes before event start
time> so that we can have everyone ready by <event start
time> when the girls arrive. The event will end at <event
end time>.

Parking: < Give details about where to park and attach a
diagram if possible >

What to bring: Feel free to bring any items or pictures that will help you show the girls what you work on. We also recommend bringing business cards or freebies from your company if you have them (the girls get really excited about these!)

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*I recommend putting the time you want the Ambassadors to arrive in the subject line, just to drill in again that you want them there before the event starts. Traffic happens and this buffer time will mean that Ambassadors can still walk in “late” but before the girls are settled and the event has actually started.

**TEMPLATE:
Day-After Thank You**



To: Jane.Doe@company.com, Sally.Smith@company2.com,
Helen.Chen@company3...etc.

Subject: STEM Event— Thank you!

Hello Ambassadors!

Thank you so much for everything yesterday! The girls absolutely loved it and seem incredibly excited about everything they learned from you. I even overheard a conversation* between two girls after the event trying to decide if they would like mechanical engineering or electrical engineering more. Another girl told her teacher that she had no idea how cool civil engineering is (which she had never heard of before!) and that she wants to be “just like the woman who talked about leading the project to design a bridge that protected the river animals.”

I've attached a few pictures from the event and will be posting more soon to our website here: <link>

Again, we cannot thank you enough for taking time out of your day to speak with our girls. Each of you is such an

inspiration to them and now they understand so much more about possible future careers in engineering than we could have ever told them about without you. We hope you'll be able to join us again for this event next year. Thank you so much!

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*The key to a really, *really* good thank-you note is to be specific. Don't just say "thank you" and be done. Add some detail. Let them know an exact example of how they helped. This can be anything, a comment you got from a teacher at the event, something you observed with the girls afterwards, or a conversation you overheard between an Ambassador and a girl that stood out to you in some way. Pictures are a great way to make it feel impactful too, and I highly recommend you snap a few photos during the event to send to your Ambassadors as part of the thank you.

**TEMPLATE:
Asking Someone to Speak**



To: Jane.Doe@company.com

Subject: Speaking Opportunity—Engaging Girls in STEM

Hi Jane,

My name is Julie Newman* and I am working with the Engaging Girls in STEM program with the Los Angeles County Office of Education. Our program is focused on teaching girls about engineering and helping them interact with professional women in the field. We would like to invite you to be our featured speaker for our upcoming event! Please see the details below:

When: Saturday, March 15th, 1PM–4PM

Where: California Science Center (700 Exposition Park Dr, Los Angeles, CA 90037)

Audience: Approximately 100 high-school girls (9th through 12th grades)

Details: We would like you to speak for approximately 30 minutes, followed by 15 minutes of Q&A. We will have a projector available if you would like to show slides or photos of your work!

Please let me know if you are interested and available to speak at our event! I'm happy to answer any questions and provide you with more details for planning. Looking forward to hearing from you!

Sincerely,
Julie Newman
STEM Coordinator
(123)456-7890

*Introducing yourself and explaining the program goals aren't needed if you know the person you are asking or if they have already served as an Ambassador or volunteer for you in the past. If you are asking them to speak based on a recommendation from someone they know, it is usually a good idea to mention that connection to lend more credibility to your request.

TEMPLATE: Sending the Speaker More Details



To: Jane.Doe@company.com

Subject: Speaking Details—Engaging Girls in STEM

Hi Jane,

Thank you, great to hear! We are very excited to have you as our featured speaker! Below is a list of the in-depth details about the event and a few questions about your preference for the event:

- 1. Recording:** We would like to record your presentation and post it to our website following the event.

→ Do we have your permission to record your presentation?*

- 2. Equipment:** The venue has a projector and hand-held microphone setup. There is a podium with a microphone stand and cables to connect a laptop. We will have a laptop and presentation clicker available for you to load your presentation onto if desired.

→ Let us know if you would prefer to use your own laptop or if you have any other equipment needs.

- 3. Venue:** The address for the California Science Center is: 700 Exposition Park Dr, Los Angeles, CA 90037. The event will take place at the auditorium on the first floor of the center, near the western edge of the building. Please see the attached annotated map for the best place to park and directions to the auditorium.
- 4. Schedule:** We will begin setup for the event at 12PM and recommend that you arrive at the venue no later than 12:45PM. The event will start at 1PM, beginning with a brief presentation from our organization which will flow directly into our introduction of you as the featured speaker, after which we'll hand the microphone to you. After your presentation, I will facilitate the Q&A and we will have a separate microphone for the audience members to use to ask questions. After the Q&A we will transition to a short break with refreshments and snacks in the lobby outside the auditorium. Next, the event will transition to our "Meet-the-Ambassadors" activity where we have the girls rotate in small groups between 10–15 tables with one professional woman in engineering at each. This will run until the end of the event around 4PM. You are more than welcome to stay for the duration of the event if you are

available and to participate in “Meet-the-Ambassadors” if you are interested! I’m sure the girls would love to get the opportunity to talk with you in a smaller conversation and to get your advice on how they can find a great career like you!

→ Please let us know if you are interested in staying after your presentation and participating in the “Meet-the-Ambassadors” portion of the event.

5. Audience: We will have approximately 120 high school aged girls from the Los Angeles school district in attendance. Each school was offered a limited number of invitations, so each of the girls in the audience was selected by their teachers to be invited to attend. We expect this to be a very engaged audience, and the girls are likely to have lots of questions for you!

6. Speaker Introduction: We plan to introduce you briefly prior to your presentation with a few details about you.

→ Please send us any materials you would like us to use for our introduction of you before your presentation.

7. Presentation: We are planning for your presentation to be approximately 30 minutes, followed by 15 minutes of Q&A. We encourage you to

share lots of photos of your work and diagrams to help the girls get a better picture of what you do. We have found that the presentations that are best received have primarily graphic elements and limited amounts of text in a large font size.

8. Topic Suggestions: The purpose of our event is to get girls excited about pursuing careers in engineering and help give them the information they need to determine if it would be a good fit for them! For this reason, we recommend you focus on the great things about your career and highlights so far. Girls also love hearing detailed stories about your projects, including how you worked on them as part of a team and what skills were required in that environment. Some of the most impactful themes include creativity, collaboration, and the ways in which your work helps people. Try to share with them the sense of fulfillment you've had in your career. I've also attached a handout along these lines that might help spark some ideas for your presentation.**

Again, I want to thank you for agreeing to be our featured speaker for this event. These events have a great impact on the girls in the audience and we know that your presentation will help many of them choose engineering!

Looking forward to getting your answers to the questions above and helping you prepare in any way that you need!

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*Whenever you are writing a longer email like this, it is crucial that you use good formatting to make it easier to read and respond to. With a format like this, each topic is clearly numbered, and each question is clearly identifiable. Don't bury questions within larger blocks of text if you need an answer to them. Using good formatting makes it much easier for your speaker to respond, and this is the way many engineers write their emails. You will more than likely get a response that either has in-line answers or an email with a corresponding numbered list of answers such as:

1. Yes, you can record
2. I will use my own laptop
3. Thanks for the map

4. Yes, I would love to stay for the second part of the event!

Etc...

**See the “Meet the Ambassadors” section of this appendix for an example Ambassador Talking Points Hand-out, which can also be very useful to speakers and panelists.

**TEMPLATE:
Asking for Panelists**



To: Jane.Doe@company.com

Subject: Panelist Opportunity—Engaging Girls in STEM

Hi Jane,

My name is Julie Newman and I am working with the Engaging Girls in STEM program with the Los Angeles County Office of Education. Our program is focused on teaching girls about engineering and helping them interact with professional women in the field. We would like to invite you to be one of our featured panelists for our upcoming event! Please see the details below:

When: Tuesday, January 22nd, 11AM–12PM*

Where: Event will be virtual, held over Zoom

Audience: Approximately 50 middle-school girls (6th through 8th grades)

Details: The panel will consist of four women in engineering and will be facilitated by a moderator. The panel will run for about 1 hour total (45 minutes of questions from the moderator, followed by 15 minutes of Q&A from the audience). We

will have a quick planning meeting over Zoom in the coming weeks to introduce the four of you to each other and to go over questions with the moderator in advance.

Please let me know if you are interested and available to join as a panelist at our event! I'm happy to answer any questions and provide you with more details for planning. Looking forward to hearing from you!

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*An advantage of virtual events is that Ambassadors can much more easily attend during the hours of a typical work-day. Committing to an in-person event may require them to take a day off work or to block off multiple hours on their calendar. By contrast, volunteering for an event like this one might only require them to add a one-hour meeting to their calendar in-between regular work activities.

TEMPLATE:
Corporate Sponsorship Request



To: Jane.Doe@company.com

Subject: Support Community Outreach—Engaging Girls in STEM

Hi Jane,

My name is Julie Newman and I am working with the Engaging Girls in STEM program with the Los Angeles County Office of Education. We are an organization focused on outreach in the community to help inspire middle school and high school aged girls to pursue careers in engineering. Our event last year was held at the California Science Center where we brought together more than three hundred girls from the surrounding school district and more than thirty professional women in engineering—three of whom were from <Company>!* Our next event is planned for <date>.

We understand that <Company> has a history of supporting community outreach and we are hoping that you will consider supporting our organization as well!

Will <Company> support our upcoming event at one of the following sponsorship levels?

STEM Diversity Leaders (\$10k+)

STEM Diversity Champions (\$5k+)

STEM Diversity Supporters (\$1k+)

In return for sponsoring our event, <Company> would be listed in our program at the corresponding level and featured in all public media coverage for the event. In addition, we would be happy to reserve additional space for more women and leaders from <Company> to participate in the event and serve as featured speakers. Note that if you would prefer to support our event through some other means (such as offering a venue, providing company-branded items, or covering catering for the event) we will also consider those towards the sponsorship levels above.

If you are not the appropriate contact for this, please let me know whom I should contact. We look forward to having <Company> take on a larger role in supporting our event for the upcoming year! I'm happy to answer any questions and provide more information as needed.

Sincerely,

Julie Newman

STEM Coordinator

(123)456-7890

*If you have had or are going to have Ambassadors from the company you are asking, make sure to highlight that fact! You could even consider including the names of those employees so that the person you are asking can reach out to them internally and, with near certainty, get the social proof they are looking for that your event is worth sponsoring.