October 2, 2018

[Prefix] [First Name] [Last Name]

[Company]

[address 1]

[address 2]

[city], [state] [zip]

Dear [Prefix] [Last Name]:

As [SCHOOL] competes for the students who will become the brightest leaders and innovators of tomorrow, I hope your institution will consider involvement with *FIRST*®. Students who have participated in after-school *FIRST* programs bring proven STEM-based problem solving, teamwork, and leadership skills to their campuses. *FIRST* (For the Inspiration and Recognition of Science and Technology) engages youth ages 6-18 in exciting mentor-based programs that build science and technology leaders. At *FIRST*, youth can progress through four programs that use project-based learning: *FIRST*® LEGO League Jr. (grades K-4); *FIRST*® LEGO League (grades 4-8); *FIRST*® Tech Challenge (grades 7-12); and *FIRST*® Robotics Competition (grades 9-12). Our programs are unique—and different than other programs--in that they literally immerse youth into a real-world engineering experience, a subculture of STEM that they can’t get in a traditional classroom, and otherwise wouldn’t be exposed to. Under the leadership of a coach/mentor, youth form teams, meet regularly to solve a challenge, and participate in friendly sports-like competitions throughout the year. Using robotics as a vehicle for students to learn to experiment, deal with failure, work on a team, research a problem, and learn valuable career, communication, and teamwork skills, students as young as six apply this learning to design a robot around an annual challenge, or theme applicable to the real world. The culture of *FIRST* engages youth in a supportive learning environment for science and technology that literally changes lives.

Research has shown *FIRST* programs are game-changers for kids, opening them up to a world of opportunity. Early findings of a longitudinal study indicate that, compared to their peers, *FIRST* participants are 2.9 times more likely to show interest in STEM and 2.3 times more likely to be interested in a STEM career – and those impacts are significantly greater on young women in *FIRST*. Last year in [STATE] alone, nearly [##] high school students participated in *FIRST* programs, learning 21st century life skills that will serve them their entire lives. Among *FIRST* Alumni, 41 percent major in engineering – including 33 percent of women – and more than 75 percent are in a STEM field as a student or professional.

There are many ways for [SCHOOL] to get involved with *FIRST* and drive these talented and engaged students to your campus: as a local event host, sponsor, and *FIRST* Scholarship Provider. The *FIRST* Scholarship Program is a partnership between *FIRST* and colleges, universities, and other providers who currently make available over 2,500 individual scholarship opportunities worth over $80 million to *FIRST* participants and alumni.

We would love to answer any questions you have about ways for [SCHOOL] to get involved with *FIRST*. Please get in touch so we can set up a time to speak.

Sincerely,

Erin McCallum Michelle Long

President, *FIRST* Washington Alumni Relations, *FIRST*

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Attachment: *FIRST* Alumni and Scholarship Brochure