

National Girls Collaborative Project Media Package 2016-2017



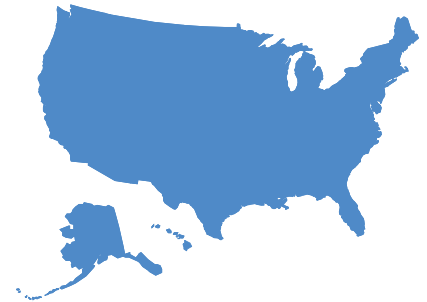
The vision of the NGCP is to bring together organizations throughout the United States that are committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).



Members are both formal and informal educators both in and out of school time



Collectively reaching over 20 million girls with STEM programming



42 States represented in 30 Collaboratives



Sponsored E-Blasts: Send a customized email to programs serving over 20 million students

Monthly Newsletter: Spotlight in a communication that reaches over 21,000 contacts

Official Partnership: Recognized as an official Partner at the national level

Social Media: Elevated on a social Network averaging over 200,000 impressions a month

Info Webinar: Inform a broad audience about the value of your products and services

Blog Posting: Featured as an expert on the National Girls Collaborative Project website

IMPACT

The NGCP Newsletter reaches over 21,000 contacts.



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Curie

- Spotlight in 1 National E-newsletter
- 3 social media posts

Value: \$150 or equal coverage

Lovelace

Curie +

- Boosted social media posts
- 2 guest blog posts
 - Provide Partner with Blog Post Guide
 - Edit and post blog Highlight in National Newsletter
 - Highlight blog on social media

Value: \$600

Maynard Daly

Lovelace +

- 1 pre-approved message to Network about Partner resources
- 2 guest blog posts

Value: \$1,500

Ross

Maynard Daly +

- Direct connection to interested Network members
- 2 national Network Partners promote Partner in Statewide E-News
 - Develop Media Toolkit with messaging for Twitter, Facebook, and e-newsletter distribution
 - Distribute Media Toolkit to 2 national Network members with request to highlight/promote within their local Networks

Value: \$3,000

Ride

Ross +

- List Partner on the National Girls Collaborative page
- Webinar
 - Work with Partner to develop webinar content (includes preparation of slides, and webinar rehearsal)
 - Prepare Adobe Connect platform for Webinar
 - Reach out to Network members to attend Webinar
 - Record Webinar, share recording, distribute to Partners

Value: \$5,000

A La Carte

Webinar

Includes

- Outreach
- Use of Adobe Connect Platform
- Assistance with slides and agendas
- Webinar rehearsal
- Support staff during webinar
- Recording and dissemination

Value: \$500

E-Blast

Includes

- Specifying the audience
- Copy editing
- Analytics

Value: \$150

**Interested
in joining the
NGCP
community?
Contact Erin!**

Deadlines: Fall 2016: August 5th
Winter 2016: November 4th
Spring 2017: February 3rd
Summer 2017: May 3rd

**Subject to change*



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