

SparkED-in-a-Box Guidelines and Rewards!

What is SparkED-in-a-Box?

- A toolkit assembled to enable Associates and other advocates to reach out to their education connections (alma maters, professional or municipal education orgs, online programs, nearby campuses, kids' colleges, etc.)
 - *Note: our high school option will be available in Fall 2022; SparkED is currently only available for community colleges, universities, and online programs, globally*
- Slides are simple, and many include talking points in the Notes below the slide
- If your contact is interested, the SparkED team will step in with further support/setup

Why do this outreach?

- To spread awareness of the SparkED education program and inspire interest in offering our learning content to empower students with data skills
 - Alteryx wants to become the global thought leader and go-to educator in data analytics
 - To help address the growing skills gap (organizations are struggling to find good talent with data skills)
 - The expansion of our SparkED program also expands the world of Alteryx brand mindshare, Designer expertise, and product preference

How do I do it?

- SparkED In-a-Box includes ready-to-use tools to make it quick and easy for you:
 - 'How-to' guidelines (this doc)
 - [Email outreach template](#) (feel free to modify)
 - [Presentation](#) (customized for you)
 - And a quick [video](#) to introduce you to this presentation
 - [Designer Demo video](#) optional
 - [Online form](#) to submit your activity and result, and then earn rewards!

Want rewards?

- Complete our online form telling us about your outreach efforts (form can be used more than once for each education lead), and earn the following rewards:
 - You sent an email to an education lead: get a **SparkED t-shirt**
 - Quick overview call completed: get a **SparkED stylus pen**
 - Lead agrees to a warm hand-off (2nd call) with a SparkED education manager: get an **email signature block: "I'm a SparkED Advocate"**
 - Lead is now using education licenses and offering SparkED learning content: get more **SparkED SWAG and Community recognition**
- We may ask for your input for an impact story to inspire other Associates and Supporters to do similar outreach