Dear CEO, CIO, HR Executive, Computer Science/Information Technology Professional:

I am writing to invite you to join the effort to bring the NCWIT Award for Aspirations in Computing to the young women of Wisconsin. We seek corporate partners to join us in acknowledging high school girls who excel in computing and IT.

The NCWIT Award for Aspirations in Computing recognizes young women at the high-school level for their computing-related achievements and interests. Winners and honorable-mentions are recognized at our [award event] here in our state in the spring. All applicants are also considered for a national award.

The National Center for Women & Information Technology (NCWIT) is a non-profit community of more than 1100 universities, companies, non-profits, and government organizations nationwide working to increase women’s participation in computing and technology. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K–12 and higher education through industry and entrepreneurial careers. Find out more at [www.ncwit.org](http://www.ncwit.org).

In 2007, NCWIT began recognizing girls for their aspirations and achievements in computing via the NCWIT Award for Aspirations in Computing. By generating visibility for technical young women the award encourages continued interest in computing, increases awareness of the gender gap in computing and IT, and emphasizes at a personal level the importance of women’s participation in computing.

Encouragement ⇨ Persistence ⇨ Identity as a woman in tech

A corporate sponsor adds status to the award and helps build public awareness of the importance of women’s contributions to the fields of computing and IT. We ask that partners endorse and publicize the award and participate in our [award event] later in the year. Additional contributions are certainly welcome.

There are additional ways you can help, such as:

- Publicizing the award through available social media or other channels
- Inviting employee volunteers to review applications, participate in the award event, help with meetup events, or help with other outreach activities throughout the program year
- Hosting a company tour for applicants
- Offering internships to award winners
- Hosting the award event at your corporate facility
- Providing a speaker for the awards event
- Provide prizes or swag items for the award recipients
- Underwrite/sponsor the award event
- Underwrite/sponsor travel and accommodations for award recipients from outside the immediate area

We hope you will join us in this worthy and important endeavor. I look forward to calling you soon to answer questions and discuss a possible collaboration.

Sincerely,

Joe Kmoch
NCWIT-WI Aspirations