

Pratt & Whitney Global E-STEM Awards

We appreciate your help in sharing information about applying for Pratt & Whitney Global E-STEM Awards on your social media channels, newsletters, and emails! In addition, we have included creative assets that are available to use with your communication. In general, messaging should focus on the following:

- Calling for entries by July 11 and directing people to the application page: <https://naaee.org/programs/e-stem/e-stem-awards>
- Highlighting elements of the contest, such as winning up to \$50K for nonprofits around the world, particularly those considered underrepresented in STEM, as they promote meaningful learning experiences that increase STEM skills through environmental problem solving (the “E” in E-STEM).

Engaging with Existing Content or Creating Original Posts

In general, you should feel free to like or comment on posts on the Pratt & Whitney social channels and NAAEE social channels, and share them on your personal and professional channels. However, you can also publish posts on your own channels, using the hashtags and URLs and tagging the social accounts below:

Official hashtags: #ESTEM #EnviroEd

Official URL:

<https://prattwhitney.com/ESTEM>

Official email: estem@naaee.org

Accounts to tag:

- **Facebook:** [@prattandwhitney](#) and [NAAEE](#)
- **Instagram:** [@weareprattandwhitney](#) and [@thenaaee](#)
- **Twitter:** [@prattandwhitney](#) and [@TheNAAEE](#)
- **LinkedIn:** [Pratt & Whitney](#) and [NAAEE](#)

Creative Assets

You are welcome to use any of the assets included in this folder link below. Please do not alter them in any way. If you have any questions, please email carrie@naaee.org.

[Google Folder](#)

Sample Social Media Posts

The below sample social media posts are examples.

Twitter:

- Does your nonprofit contribute to environmental solutions by empowering students 11–18 with STEM? The [@prattandwhitney](#) E-STEM Awards, with [@TheNAAEE](#), recognize established programs and new initiative proposals with awards up to \$50,000 USD. #ESTEM <https://prattwhitney.com/ESTEM>
- The [@prattandwhitney](#) Awards, in partnership with [@TheNAAEE](#), is a global program that awards nonprofits engaged in E-STEM education with up to \$50k in funding. Applications are open from May–July 2022. Learn more: <https://prattwhitney.com/ESTEM> #ESTEM #EnviroEd

Facebook and LinkedIn:

- Does your nonprofit contribute to environmental solutions by empowering students 11–18 with E-STEM? You may be eligible for the [@PrattandWhitney](#) Global E-STEM Awards which, in partnership with the [@North American Association for Environmental Education \(NAAEE\)](#), will recognize established programs and proposals for new initiatives through awards up to \$50,000 USD. Learn more. <https://prattwhitney.com/ESTEM> #ESTEM #EnviroEd
- The [@PrattandWhitney](#) Global E-STEM Awards seek to recognize nonprofits engaged in E-STEM education with up to \$50k in funding. Interested but unsure how to begin? Attend the live webinar hosted by [@North American Association for Environmental Education \(NAAEE\)](#) on June 8 to ask questions and get inspiration for your application. Learn more about the awards and register to attend <https://prattwhitney.com/ESTEM> #ESTEM #EnviroEd

Instagram:

Note: We recommend including <http://prattwhitney.com/ESTEM> in your bio on your Instagram profile so that you can direct your followers there to easily click through to the application site.

- Does your nonprofit contribute to environmental solutions by empowering students ages 11–18 with E-STEM? You may be eligible for the [@weareprattandwhitney](#) Global E-STEM Awards which, in partnership with the [@thenaaee](#), will recognize established programs and proposals for new initiatives through awards up to \$50,000 USD. Apply by July 11 at <https://prattwhitney.com/ESTEM>. (or) Learn more and enter at the link in my bio! #ESTEM #EnviroEd
- The [@weareprattandwhitney](#) E-STEM Awards seek to recognize nonprofits engaged in E-STEM education with up to \$50k in funding. Interested but unsure how to begin? Attend the live webinar hosted by [@thenaaee](#) on June 8 to ask questions and get inspiration for your application. Learn more about the awards and register to attend in the link <https://prattwhitney.com/ESTEM> #ESTEM #EnviroEd

Sample Newsletter/Email Messaging

We encourage you to share the Pratt & Whitney Global E-STEM Awards opportunity with your nonprofit counterparts in your newsletter or email. Below you'll find communication that you can use for these purposes. Please use the creative assets in the Google folder, linked above, to complement your messaging.

Newsletter Blurb

The North American Association for Environmental Education (NAAEE) has joined Pratt & Whitney in its quest to inspire the next generation of E-STEM innovators around the world. Through the Pratt & Whitney Global E-STEM Awards, they seek to recognize nonprofits around the world that are building skills and capacity for students ages 11–18 to use science, technology, engineering, and mathematics to address environmental challenges. Applications are open now through July 11, 2022. Learn more: <http://prattwhitney.com/ESTEM>

Email

Dear [Name],

As we move towards the second half of an exciting and eventful year, I wanted to invite you to enter (or help us share!) the Pratt & Whitney Global E-STEM Awards competition for nonprofits engaged in E-STEM education for students ages 11–18. The North American Association for Environmental Education (NAAEE) has joined Pratt & Whitney in its quest to inspire the next generation of E-STEM innovators around the world. Learn more about the Pratt & Whitney Global Innovation Grants and the Global Excellence Prize. By entering, **you'll be considered to win up to \$50,000 for established programs or up to \$15,000 in grants for new or enhanced programs!** The Request for Proposals and more information can be found at the link below:

[\[Start my application\]](#)

At that link, click “Apply Here” for the Pratt & Whitney Global Innovation Grant or E-STEM Global Excellence Prize to register and submit a proposal. Make sure your application describes how your creative STEM idea will help solve or has provided a solution to an environmental challenge in one of the three priority areas: climate change, sustainable energy, or sustainable aviation. Applications are due July 11, 2022.

Please write estem@naaee.org with any questions.

Sincerely,

[Your name]