

The following are copywriting samples from my time at Goldenrod Research Corporation. I have included 2 full press releases, excerpts from the 2017 website redesign that I directed, and screenshots from emailing campaigns using different appeals. [As of March 2018, the company has yet to switch to the updated version of the website.]

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Teachers Participate in STEM Technology Training

CITY, STATE, MONTH DAY, YEAR- The faculty of [SCHOOL NAME] School will participate in a day long session of YouthTouch training/professional development at the school on [DAY, DATE] from [B TIME] until [E TIME]. The teachers will engage in hands-on learning activities, manipulating robots and fluid power machines as though they were students, as well as learning instructional techniques for integrating real world technology activities into their existing curriculum.

Goldenrod Research corporation, the manufacturer of the YouthTouch package will send a trainer to work with [SCHOOL NAME] faculty. The trainer will work in teams with the teachers. They will program, calculate, and communicate with each other along with robots in order to experience how modern technologies can be effective teaching tools by making difficult concepts easier for the students to comprehend. The training focuses on activities that demonstrate concepts such as problem solving, estimating, negative numbers, and algebraic reasoning. These are areas of learning that students often struggle to comprehend and are the building blocks for all future mathematics. Eventually, students themselves will participate in these hands on activities and proven techniques, learning real world applications of STEM.

[SCHOOL NAME] is ahead of the curve, as employment in STEM fields grows at a faster rate than overall employment and the average wage of STEM occupations is nearly double than the national average.

The school acquired a YouthTouch system in [AWARD DATE], when [NAME OF SCHOOL] was awarded a grant as a pilot/referral school. They are part of an elite group of 325 progressive schools nationwide selected to implement the exciting YouthTouch technology program.

Lea Melchior, President of Goldenrod Research Corporation spoke about the grant saying, “As a fellow educator, I understand the value of introducing STEM early. Empowering youngsters to transition from arithmetic to mathematical reasoning sooner enables more to pursue STEM futures. That’s why in an effort to give back, I created the STEM grant program to make YouthTouch affordable for more elementary and middle schools.”

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Goldenrod Covers HALF of STEM Programming

Worthy schools to receive YouthTouch Technology Integration System at half the cost

Spalding, Nebraska- October 16th 2017

Goldenrod Research Corporation, an education research company based out of Spalding Nebraska, is pleased to offer its Fall 2017 Matching Grant to worthy schools domestically and internationally. The grant will cover HALF of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into classrooms. This will save schools looking to improve their STEM programs \$9,850. Over 350 schools have taken advantage of the program since 1997! Will your school be next?

Other STEM packages may offer expensive programs that require a full course to deliver, while cheaper robotic programs don’t correspond to existing curriculum or aren’t aligned to standards. The Goldenrod YouthTouch system adapts to curriculum, aligns with standards and includes over 100 cross curricular activities. It is better for kids, easier for teachers, and affordable through the matching grant!

President of Goldenrod, Lea Melchior, said, “It is an honor to work with schools to make STEM equipment available for those who wouldn’t normally be able to afford it.”

Grant applications are being accepted now through November 17th. Applicants must first register in our information portal here (http://goldenrodresearch.com/grant_announcement.aspx?CheckJavaScript=1&pageId=1&) where they will find more information and be able to access the application.

Interested Schools should register for more information and they will be guided through their grant application.

Press should contact Michael Womack, Director of Marketing, by phone at 813-928-3859 or email at Michael@goldenrodresearch.com for more information. Pictures and video of YouthTouch available upon request.

Michael Womack

The following is from the “About” section of Goldenrod’s 2017 website redesign:

Founded in 1985 and entering the education marketplace in 1990, Goldenrod is dedicated to educating students in mathematical reasoning, numeracy, and critical thinking, earlier in their school careers. Our goal is to give students a solid foundation allowing them to pursue advanced studies in STEM. Some of the highest paying careers in the fastest growing fields are jobs in STEM.

Goldenrod believes technology learning tools engage students best when they are visual, aural, and tactile. All students better assimilate concepts through experience, and more students realize academic success.

The Company introduced YouthTouch in 1997 to provide elementary and middle schools with a high tech/high touch STEM option. Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives while offering differentiated instruction to fulfill children’s needs as individuals. YouthTouch blends seamlessly into existing curriculum. It provides different and more effective approaches to fundamental learning. It addresses core content directly as opposed to being a supplemental activity. Goldenrod’s ongoing commitment to education is evidenced through its long running matching grant program. The company funds 20 grants annually, enabling worthy elementary/middle schools to acquire a complete YouthTouch technology integration system affordably. Goldenrod is committed to manufacturing its products in the United States. Items leaving the plant in Spalding, Nebraska are proudly stamped Made in the USA.

The following is from the “Products- YouthTouch” section of Goldenrod’s 2017 website redesign:

YouthTouch is a comprehensive STEM learning system for grades 3-8, which links disciplines through an emphasis on applied math. It incorporates six (6) types of robotic and fluid power trainers. Hardware is accompanied by accessories, software, instructional materials, support, and staff development.

YouthTouch presents abstract concepts in the concrete way children learn. It facilitates deeper comprehension of core concepts, because it engages students physically, intellectually, and emotionally. YouthTouch provides a more effective approach to fundamental learning than traditional methods, and yet it blends seamlessly into existing curriculum.

Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives, while offering differentiated instruction to fulfill children’s needs as individuals. It also addresses core content directly, as opposed to being a supplemental activity. YouthTouch comprehensive package includes:

Email Marketing



2017-18 STEM Matching Grant- Deadline Oct 31st

Are you working toward expanding your school's STEM program? Goldenrod Research is now offering a matching grant that will cover **HALF** of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into your classrooms. Your school could be saving \$2,850 while elevating your STEM program.

Others may offer expensive programs that require a full course to deliver, while cheaper robotic programs don't correspond to your existing curriculum or aren't aligned to standards. Our YouthTouch system adapts to your curriculum, aligns with standards and includes over 100 cross-curricular activities. It is better for kids, easier for teachers, and **affordable** through our matching grant!

Over 350 schools have already taken advantage of our Matching Grant. Your school could be next. Click the link below to register. Get the grant details and learn how YouthTouch would work for you.

[Learn More](#)

Extended Deadline Nov. 17th- STEM Matching Grant

Dear fellow educators,

This is a fearful time for many. The nightly news is intense and disturbing. We dread the next news report and storm forecast. There's uncertainty about education budgets too, but that pales in comparison to tragedies. These issues mix together, and without analyzing, we just don't like how we feel these days. It is difficult finding enthusiasm to initiate projects that build for the future. The natural tendency is to hunker down while waiting to see what happens. We understand, and we are fighting our feelings, too.

While reminded daily of much we cannot control, let's keep focusing on what we can effect as educators. We know children still need to learn, and we know STEM is important to their futures. Goldenrod is offering its annual matching STEM grant for the 20th year to make the YouthTouch program more affordable for schools, so you can impact more kids.

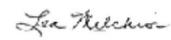
We'd like to see many more registrations, so that more schools are in the running for this year's awards. Wealthy districts and private schools are signing up; charter schools are hopeful their fortunes will improve, but regular public schools are telling us they have no money and so why bother.

Don't feel defeated yet! Uncertain budgets and funding streams aside, I urge you to take the first step now: register for our matching grant and throw your hat in the ring. Make this an educational decision not an emotional or economic one. **IF** YouthTouch fits your needs, **IF** you believe in the value of STEM and hands-on learning, register now, despite your present misgivings. Don't worry about tomorrow's money today, because registering has no cost or obligation. Applying for the grant incurs none either. We'll guide you in writing your application and help you secure an award. Even receiving the award and accepting it is not final. It will cost a little of your time to start the process, but that's all.

Why should you bother now? Because everything changes. Things change for the better too, and when they do, as they always do eventually, you will be ready to take advantage of improved circumstances. You won't be starting at the beginning. You will be far ahead of the pack, and so will your students.

[Learn More](#)

Sincerely,



Lea Melchior
President
Goldenrod Research Corporation
204 W. St. Joseph Street
PO Box 305
Spalding NE 68665



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Spalding NE 68665

STEM Grant Announcement
Deadline: February 15th



Goldenrod Research, creator of the YouthTouch Technology Integration System, proudly announces its 2016-2017 STEM Grant. Official application and guidelines are available online via registration.

Now in its 20th year, the YouthTouch STEM Grant program, through 1:1 financial matches, has enabled over 200 schools across the US and Canada to affordably integrate robotics and fluid power technology into their 3-8th grade classrooms.

YouthTouch engages your students in hands-on experiences as they learn over 100 core concepts integrating Science, Technology, Engineering, and Mathematics. Activities address academic standards, and they emphasize critical thinking, problem solving and teamwork. Best of all, kids love YouthTouch!

Our educational robotics specialist, is available to personally assist you in completing the brief application. Each grant awarded covers half the cost of the Youth Touch Technology Integration System including equipment, software, instructional materials and on-site staff development. I hope your application will be among those reviewed for award next month.

Sincerely,

Lea Melchior
President
Goldenrod Research Corporation
888-827-2260

Sincerely,

