



2023 - 2024

MEDIA KIT

**COLLABORATE WITH
A COMMUNITY MOVING
THE NEEDLE ON GENDER
EQUITY IN STEM**

The **National Girls Collaborative Project (NGCP)** brings together organizations throughout the United States that are committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).

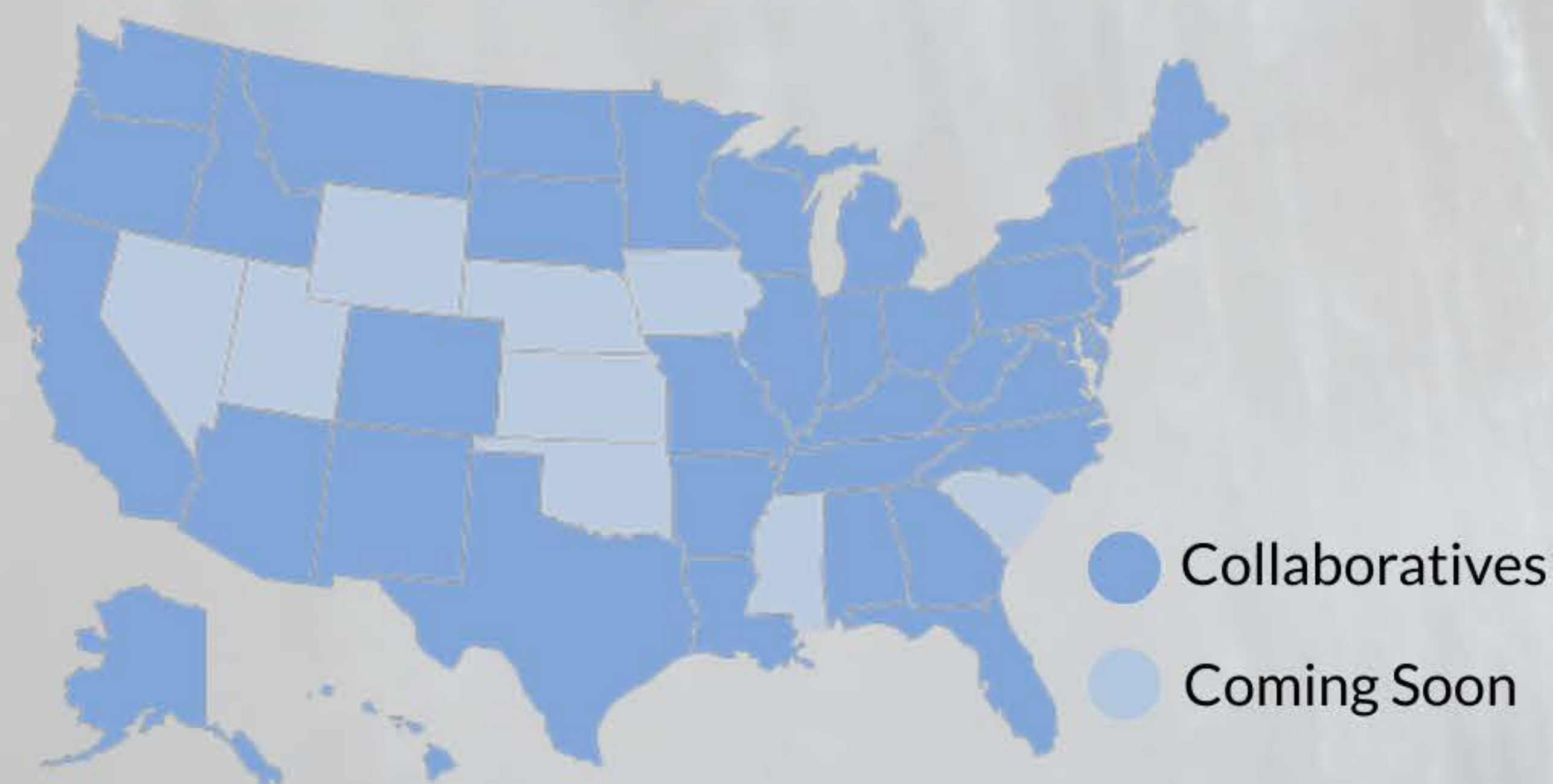
ngcproject.org

ABOUT US

National Girls Collaborative Project

The National Girls Collaborative Project (NGCP) is a network of networks. We bring together organizations committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM). NGCP's vision supports and creates STEM experiences that are as diverse as the world we live in with a mission to **connect, create, and collaborate to transform STEM for all youth.**

While NGCP programs and partners are in every state, there are **33 Collaboratives, serving 41 states**, which facilitate collaboration between more than **42,500 organizations** that collectively serve over **20.2 million girls** and 10 million boys. State Collaboratives vary in focus areas and populations served, and include higher education institutions, community-based organizations, and private nonprofits, which all work to increase gender equity in STEM fields. Visit ngcproject.org to learn more.



CONNECTED Girls

Connected Girls is a free, curated directory of girl-serving STEAM opportunities that focuses on events designed for K–12 girls and other groups historically excluded from STEM and STEM programs, as well as professional development opportunities related to gender equity and STEM. NGCP runs Connected Girls in partnership with Science Near Me, an NSF-funded resource with the goal of helping anyone, anywhere in the U.S., to participate in engaging STEM that matters. Visit ngcproject.org/connectedgirls to learn more.

Global Girls Collaborative

NGCP operates on a global basis as the Global Girls Collaborative, which acts as a resource for organizations to advance gender equality in STEM fields, including by providing resources on engaging girls in STEM, collaboration, and evaluation and assessment available on our website, and through our Global Girls Newsletter, which provides a listing of events, resources, and other relevant news on a quarterly basis. Visit ngcproject.org/globalgirlscollaborative to learn more.

YOUTH ADVISORY BOARD

NGCP hosts a Youth Advisory Board consisting of high school students from diverse regions, backgrounds, and STEM interests. This inclusive group reflects NGCP's desire to include and represent the interests of non-binary youth along with girls. The mission of the Youth Advisory Board is to provide feedback on current NGCP initiatives and to inform our future direction. Visit ngcproject.org/youthadvisoryboard to learn more.

AUDIENCE

The NGCP is a trusted partner in the STEM education space. The NGCP audience is broad and includes: educators (in-school and out-of-school), researchers, practitioners, administrators, counselors, and parents/caregivers across institutions such as universities, museums, science and technology centers, non-profits, for-profits, K-12 schools, and other institutions of learning. NGCP has many current and past partners collaborating on federal grants, serving on our National Champions Board and Collaborative Leadership Teams.



ASSOCIATION OF
**CHILDREN'S
MUSEUMS**



Education
Development
Center



Hispanic Heritage
FOUNDATION



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION



NAEPE



STUDENT
RESEARCH
foundation...



ALLIANCE FOR A
HEALTHIER
GENERATION



AISES
ADVANCING INDIGENOUS
PEOPLE IN STEM



NGCP REACH

33



Collaboratives
serving ...

41



States facilitating
collaboration between...

42,500



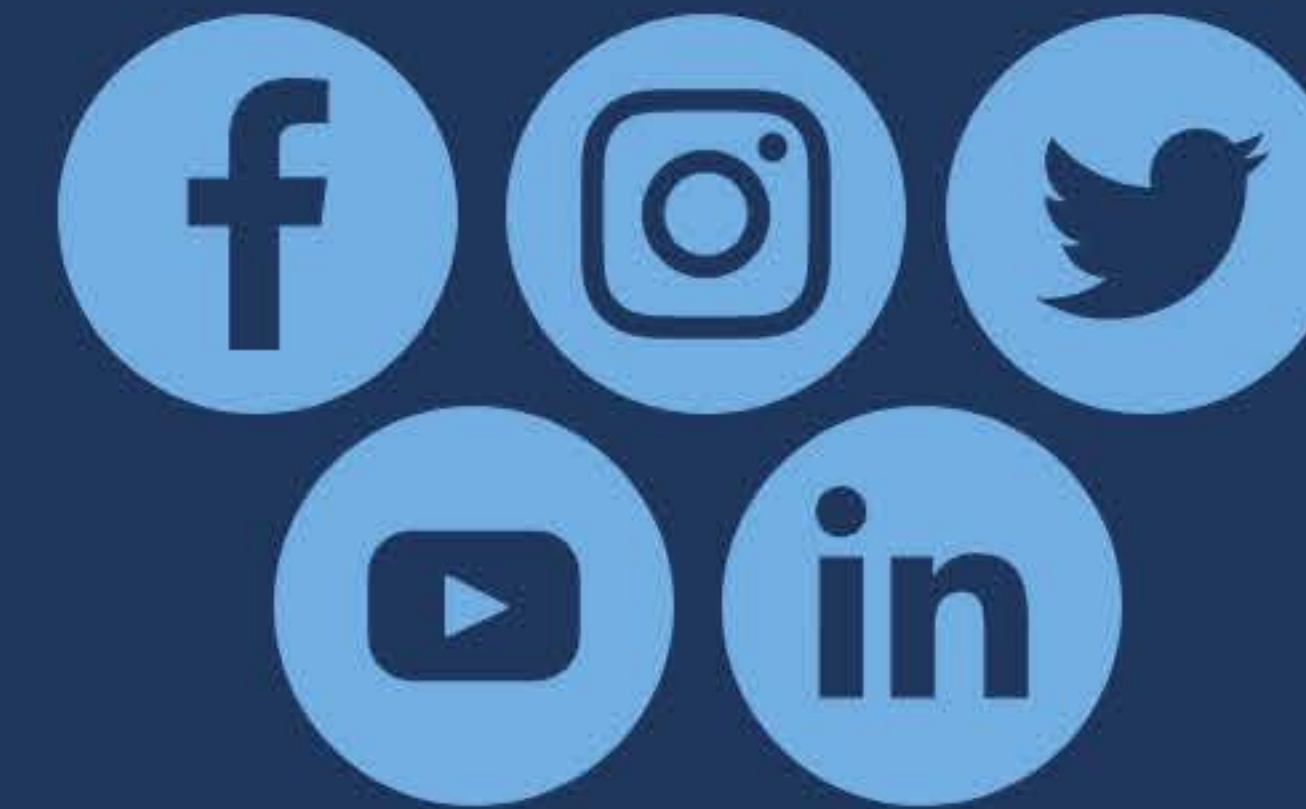
Organizations
who serve ...



20.20 MILLION GIRLS
& 10 MILLION BOYS

NGCP SOCIAL MEDIA STRATEGY

The overarching social media strategy aims to increase awareness of NGCP's impact on STEM Education, gender equity, and collaboration.



KEY PERFORMANCE INDICATORS

Audience

24,016

(Facebook, Instagram,
LinkedIn, Twitter,
YouTube)

Total
Engagements

23,564

Engagement
Rate

4.4%

Reach

531,004



RATES: BITS AND BYTES

Social Media Posts \$525/post

Your message posted on either the NGCP or Global Girls Collaborative social media accounts (Twitter, Facebook, Instagram, LinkedIn).

Newsletter Spotlight \$1,200

Feature your offering top of page on the NGCP or Global Girls Collaborative Newsletter.

Targeted Communications \$1,800

Your message tailored for and directed towards one of the following custom networks: the NGCP National Collaborative Leadership Team Network; the NGCP National Champions Board; the NGCP National Partners Community; or the Global Girls Collaborative Network network.

Guest Blog Post \$2,500

Author an informational blog post that is then promoted in the NGCP or Global Girls Collaborative Newsletter and on the corresponding social media sites. (Note: The blog cannot be promotional but may include links for further information.)

Network E-blast \$4,000

Customized, single-subject communication sent out to either the NGCP or Global Girls Collaborative network.

State/Regional Outreach \$4,500

Customized, single-subject outreach toolkit provided to a Collaborative Leadership Team for state or regional dissemination.

National Webinar \$7,500

Hosted webinar featuring your topic; webinar includes network outreach, agenda and slide development, rehearsal, technical support, a recording, and analytics. Promotion of webinar on the NGCP social media platforms. Archive of webinar on the NGCP YouTube channel.

ENGAGEMENT PACKAGES

Inspire broader, more meaningful impact through our communication packages.



Terabyte Package

- 3 Newsletter Spotlights
- 9 Social Media Posts
- 5 Targeted Communications
- 1 Guest Blog Post
- 1 Network E-Blast
- 2 State or Region Outreach
- 1 National Webinar

\$22,500



Gigabyte Package

- 2 Newsletter Spotlights
- 7 Social Media Posts
- 3 Targeted Communications
- 1 Guest Blog Post
- 1 Network E-Blast
- 1 State or Region Outreach

\$15,500



Megabyte Package

- 2 Newsletter Spotlights
- 5 Social Media Posts
- 2 Targeted Communications
- 1 Guest Blog Post

\$8,500



Kilobyte Package

- 2 Newsletter Spotlights
- 3 Social Media Posts

\$3,500

**PACKAGES OFFER
THE BEST VALUE**

SCALE WITH NGCP

Do you have an exemplary, evidence-based curriculum, program, or resource ready to be brought to scale? The NGCP has a highly skilled international network of professional in-school and out-of-school time educators who are eager for hands-on, engaging, collaborative STEM learning opportunities. Partnering with the NGCP can address equity, cultural relevance, and continued integrity of your resource through a supported, responsive, and expansive network.

Scaling partnerships are customized to meet the goals and needs of the partner, the specific resource(s), and desired reach.

Visit ngcproject.org/partnerships and complete our Partnership Inquiry Form.

For additional questions, contact info@ngcproject.org.



GSK Science in the Summer



Smithsonian Latino Virtual Museum



MILLION GIRLS MOONSHOT



NASA'S UNIVERSE OF LEARNING

Leap into science
Engineered by THE FRANKLIN INSTITUTE

scistarter
Science we can do together.



techbridge girls



SciGirls

CALIFORNIA ACADEMY OF SCIENCES



ACTION CLUB



CHECK IT OUT!

CITIZEN SCIENCE AT YOUR LIBRARY

STARnet



amazonstudios



IF/THEN Collection

PARTNERSHIPS

"By bringing together partners with unique expertise, we leverage the strengths of each organization to reach our shared goals more effectively. Together, we are making a difference in how, when, and where girls become excited and interested in becoming a scientist or engineers by supporting teaching and learning experiences that are youth-centered, equity-focused, and evidence based best practices."

-Teresa Drew,
STEM Next

"Collaborating with the NGCP has introduced us to new partners and communities that are enthusiastic about our resources and enabled us to directly connect these groups with current science and subject matter experts."

- Emma Marcucci,
*Space Telescope
Science Institute*

"Our partnership with the NGCP has been one of the most prized relationships Digital Girl, Inc. has obtained since our inception. Thanks to NGCP we have been exposed and connected to projects, grants and other opportunities which benefit the communities we serve, that we simply would have not known about without them. Being able to align with organizations on a national scale is a huge benefit and I consider the work NCGP does as an invaluable resource to smaller, grassroots organizations like ours."

- Michelle Gall,
Digital Girl, Inc.

"The NGCP has been an invaluable partner. Their deep expertise in leveraging and building statewide and regional networks of afterschool providers has not only helped us get high-quality science environmental learning in the hands of program leaders but has also helped us devise new models for how to support diverse communities at a national scale. Thank you to NGCP for being such pivotal partners in our shared mission of ensuring equitable access to STEM learning for all children!"

-Laura Herszenhorn,
*California Academy
of Sciences*

"National Girls Collaborative Project has been an outstanding partner to The Franklin Institute. They have brought depth of knowledge to the projects we have collaborated on, from setting up systems for scaled dissemination of programming to exemplary strategies for reducing the gender-gap in STEM. NGCP approaches their work through the lens of equity, helping to develop projects that specifically advance equity in STEM."

- Dr. Darryl Williams,
The Franklin Institute

If you are interested in partnering with the National Girls Collaborative, visit ngcproject.org/partnerships and complete our Partnership Inquiry Form. For additional questions, contact info@ngcproject.org.