Bellingham Coding Club – Email Sequence

Email #1:

Subject Line: A Fun and Social Space for Coding

Alternative Subject Line: Make Screen Time Productive at Bellingham Coding Club

Headline: Welcome to the new world of social and engaging coding

A coding club provides the ability for kids to pursue their STEM passions, while collaborating and building friendships with peers!   By developing a space that fosters inclusion, kids at Bellingham Coding Club develop critical thinking and teamwork skills.

Yes, that's right - screen time can be productive AND social!!

Why Bellingham Coding + Robotics?

Community and Connection	**Small Classes, Great Instructors**	**Interactive Problem Solving and Resilience**
Coding takes individual effort, but can also be a team sport. Our approach fosters problem solving, collaboration, and building social emotional skills.	Self-paced learning experience. Personalized attention. Teachers with real-world STEM experience will keep your kids motivated and excited.	Coding engages kids' brains. Instant feedback teaches sequential thinking and creatively. Trial and error create resilience. It's all training for real-world STEM careers.

In the right space, coding can help kids thrive academically and socially.   We teach coding, 3D printing, makerspace, robotics, and drones in a fun, interactive, inclusive environment from preschool to high school.

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Email #2

Subject Line: 5 Reasons to Join Bellingham Coding + Robotics Club

Headline: An Engaging, Interactive Coding Club Where Your Child Will Thrive

The top 5 reasons to try a [free class](#) at Bellingham Coding + Robotics

1. **Fun, Inclusive Community:** We know some kids struggle to make friends. We foster inclusiveness and collaboration that boosts self-esteem and creates friendships.
2. **Resilience and Problem Solving:** Coding helps kids connect effort with success. They learn how to think critically and solve problems creatively. Trial and error leads to failures that build resilience.
3. **Make Screen Time Productive Time:** Coding can and should be social. The club makes it possible to develop critical thinking and social emotional skills at the same time.
4. **Happy Students, Happy Parents:** Kids love making games and coding projects that they can share with family and friends. Parents love the self-confidence and independence.
5. **Skills for a Promising Future:** Software jobs are in high demand and pay well. Who knows what business your child could launch from your garage?

Ready for your child to make new friends while learning valuable technology skills?

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Email #3

Subject Line: Why Parents and Kids Love Bellingham Coding Club

Headline: A Club for Learning, Playing, Engaging, and Making New Friends

Bellingham Coding + Robotics Club is so much more than a weekly coding class. With regular social events and drop-in STEM time, a club membership gives your child an opportunity to belong to a community where everyone fits in.

Kids love the projects and comradery of collaborating with peers that understand and accept them.

Parents love the team-based, interactive environment that boosts self-esteem and social skills.

> We're so excited when Rachel comes home from coding class and she can't wait to show us all the projects she has made, from a 3D bracelet to her maker's space radio to a new website she designed! We've noticed her attitude change in math and science in school, less complaining and giving up, she is so much more confident.
>
> – Brian D.

What's Included in a Club Membership?

Our all-inclusive coding club includes:

Weekly Coding Class

Small group classes to match your child's interests and skills

Saturday Drop In

Swing by for STEM fun every Saturday, anytime 10:30 – 1:30

Weekly Special Events

Movie night, chess club, Dungeons and Dragons, and more

Unlimited At-Home Coding

Continue working on your projects anytime with access to our teaching platform

If your child wants to build their technology skills, while creating friendships and learning from instructors that really take the time to understand them, check us out.

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