



# REACHING OUT TO INDUSTRY PROFESSIONALS

AXLE-OTLS #26504



# TEAM OVERVIEW

We are team **Axle-otls #26504**, located in Hacienda Heights, California. Our goal is to spread our love for the FIRST program and STEM to our community.

Although the team was started in 2024 most members have experience from being on **AlphaGenesis #6436**.

Last year, we won the **INSPIRE** award at our ILT's and the **THINK** award.



# WHY REACH OUT?



- **Guidance & Advice (Robot, design, outreach etc.)**
  - Review and give feedback
- **Outreach Opportunities**
  - Collaborate to host fairs and other events
- **Publicity (get your name out there)**
- **Long-lasting relationships (support)**
- **Financial support**



# ONLINE PLATFORMS

## LinkedIn®

- Diverse Professionals
- Target Industries
- Fast Communication
- Easy Networking
- Get background Information



# ONLINE PLATFORMS

## SOCIAL MEDIA

### INSTAGRAM

- Share content
- Interact with professionals
- Follow companies and organizations
- Find specific accounts for your interest

### YOUTUBE

- Create series content
- Variety of expert videos
- Create promo videos

### FACEBOOK

- Find local professionals
- Reach diverse age groups
- View posts from different STEM fields

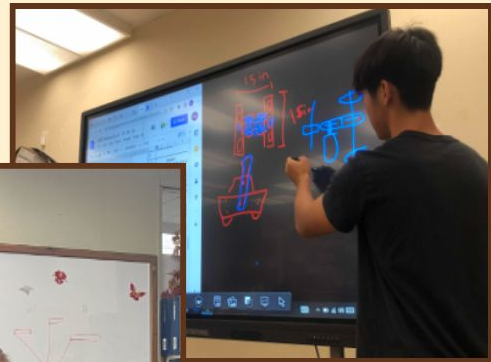
# QUIZ !!

**How can you utilize social media to reach out?**

**Social Media can be utilized to find and contact younger professionals or alumni.**

# CONNECTIONS: ALUMNI

- **Alumni** have **FIRST HAND** experience with the FIRST program
  - Can give **advice** on every aspect of a team
- Network opportunities, reach out to people they may know





# CONNECTIONS: PT2



Gain connections from the people you already know!

- **Industrial Professionals** (people who are in the field that you are interested in)
- **Personal Connections** (relatives, friends, previous teachers, etc)
- **Teachers/Coaches** (relatives, previous students, etc)
- **Previous outreach collaborators**





# QUIZ !!

**What can you use to contact a professional?**

**You can contact a professional through social media, emails, or a website. Be sure to include info about yourself too!**



# HOW TO DRAFT A PROFESSIONAL LETTER



1

## Introduction & About us

- information about your team and FTC

2

## Clear Purpose

- sponsorship letters, mentorship, invitations, etc.

3

## State Mutual Benefits

- what they will gain from helping you

4

## Call to Action & Sign Off

- ask to schedule a meet up, leave contact information, etc

### TIPS:

- FOLLOW UP MESSAGES!
- Be AUTHENTIC & STRAIGHTFORWARD
- Maintain formal language



# WHAT NOT TO DO

Subject: Robot

- ↗ ✕

industryprofessional@gmail.com

Subject: Robot

Hey [Professional's Name],

Hope you're doing well. We're the robotics team from [School/Organization Name], and we're working on something cool right now. We were wondering if you could help us out with some stuff related to our project.

If you have some time, could you maybe, like, get back to us? We're not entirely sure what we need yet, but any support or advice you can offer would be awesome.

Thanks a lot!

Best, [Your Name]

- non descriptive
- lacks clear objective
- uses informal language



# EXAMPLE OF A GOOD LETTER/EMAIL

Subject: Request for Collaboration and Support on Robotics Project

industryprofessional@gmail.com

Subject: Request for Collaboration and Support on Robotics Project

Dear [Professional's Name],

I hope this message finds you well.

My name is (name), and I am part of the (robotics team name). We are currently working on a (name of project) focused on (brief description of project). Given your expertise in (relative field), we believe that your insights could greatly benefit our goals.

We are particularly interested in (what you want them to help you with), and we are confident that your guidance could help the project's development.

We would greatly appreciate the opportunity to discuss this collaboration further and explore how we might work together. Could we schedule an online meeting or facility tour at your earliest convenience?

Thank you very much for considering this request. We look forward to the possibility of working together. Please do not hesitate to contact us if you have any questions or concerns.

With kind regards,  
Name)  
(title, team name)  
(contact info, email)

- describes project in detail
- clearly states what you want from them
- uses formal language
- encourages follow-ups
- includes multiple forms of contact



# QUIZ !!

**What is an important element to include when drafting a letter?**

**Introduction, purpose, mutual benefits or a sign off**



# INDUSTRY TOURS



- **Companies**

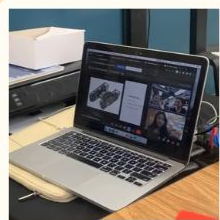
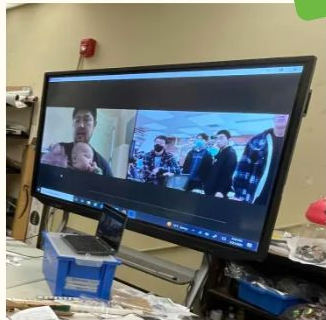
- gain professional industry knowledge

- **Colleges**

- gain in-depth insight of concepts and how college STEM classes function



# KEEPING RELATIONSHIPS



- **Communicate Regularly** (Share your current work, invite them to attend an outreach, let them know about your achievements)
- **Follow Through Plans** (Build trust with professionals and respect time)
- **Schedule Meetings** (If meeting with mentors)



# QUIZ !!

**How can you maintain your relationship with professionals?**

**Consistent contact, following up, attending scheduled meetings**



# THINGS TO AVOID

- Not following up
- Not respecting boundaries
- Making unrealistic claims
- Being informal
- Being Vague or unclear
- Not showing interest/enthusiasm



# QUIZ !!

**What can professionals help your team with?**

**Mentorship, connections, or even financially! If they say they can't help you don't forget to ask what they can do.**

# QUIZ !!

What is our team name?

bonus points for the team number  
too :)



# CONTACT US

 **INSTAGRAM/FACEBOOK**

@axleotls26504

 **EMAIL**

ftcteam.axleotls@gmail.com

 **WEBSITE**

axleotls.com

