Sample Text for Promoting Fiero Code

*This document contains sample promotional text for librarians to use in marketing Fiero Code to students, teachers, parents, patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Emails)**

**AUDIENCE: STUDENTS (SCHOOLS)**

*Subject line: Change the world. Learn to code.*

*Preheader: Ask your librarian about Fiero Code*

Learn computer programming with Fiero Code

Have you ever wanted to build your own website, video game, app or animation? Then you’ll need to learn computer programming skills! Fiero Code, available through the school library, is a learn-to-code software program designed for students just like you. Through fun and exciting activities, you can learn coding languages such as:

* Scratch
* HTML
* CSS
* JavaScript
* Python
* SQL

With every Fiero Code workout and mission you complete, you’ll unlock gear that you can use to customize your own avatar. You can also display your work in a custom portfolio and share your favorite projects with parents, teachers and friends. You can also register to compete in up to three Fiero Code Challenges each year and submit your projects for a chance to win prizes.

To begin using Fiero Code, log in via the library website and create your own username and password: [insert direct URL].

If you have any questions, please come see me in the library.

Sincerely,
[insert your name and contact details]

**AUDIENCE: LIBRARIANS**

*Subject line: Empower students to learn computer programming skills*

*Preheader: Fiero Code makes it fun and easy!*

Dear Colleague,

You’ll be pleased to learn that our [school/library] district provides free access to Fiero Code, an engaging learn-to-code software program for students ages 8-18. Through fun and interactive projects, students can learn the computer programming languages necessary to build websites, video games, apps, animations and more. They’ll learn:

* Scratch
* HTML
* CSS
* JavaScript
* Python
* SQL

Fiero Code incorporates recent developments in understanding how kids learn in gamified settings. As coders complete activities, they unlock new gear that can be used to customize their personal avatar.

Other features include:

* Portfolio for students to display the projects they create
* Moderated discussion board for coders to access educational support
* Curriculum for Makey Makey and Raspberry Pi maker hardware devices
* Curriculum for Ozobot and Sphero codable robots
* Training and support for before- or after-school code clubs
* Three [Fiero](https://fierocode.com/code-challenge/) Code Challenges a year, so encourage your students to register!

Please add a direct link to Fiero Code on your library home page so that students and educators can easily find and use the software. Here is your library’s unique URL: [insert direct URL]. EBSCO also provides printable [promotional materials](https://connect.ebsco.com/s/article/Fiero-Code-Promotion-Kit?language=en_US) to help you market Fiero Code to users.

If you have any questions about Fiero Code, please feel free to contact me.

Sincerely,

[insert your name and contact details]

**AUDIENCE: TEACHERS**

*Subject line: How can you inspire the next generation of innovators?*

*Preheader: Encourage them to learn to code*

Dear Colleague,

Are you looking for a tool to help your students learn computer programming skills? Our school district provides access to Fiero Code, an engaging learn-to-code software program that is available via the library.

Through engaging and interactive projects, students ages 8-18 can learn ― at their own pace ― the computer programming languages necessary to build their own websites, video games, apps, animations and more. Coding languages include:

* Scratch
* HTML
* CSS
* JavaScript
* Python
* SQL

Fiero Code incorporates recent developments in understanding how kids learn in gamified settings. As coders complete activities, they unlock new gear that can be used to customize their avatar. Fiero Code also includes a portfolio for students to display the projects they create, as well as curricula for hardware devices and codable robots.

To begin using Fiero Code, students can log in via the library website: [insert direct URL].

If you or your students have any questions about this exciting resource or are interested in helping run a before- or after-school code club, please let me know.

Sincerely,

[insert your name and contact details]

**AUDIENCE: PARENTS/CAREGIVERS/HOMESCHOOL**

*Subject line: Encourage your student to learn to code*

*Preheader: Access Fiero Code via the library*

Fiero Code provides a fun and engaging way for students to learn coding skills

Is your child or teen interested in learning how to code, but not sure where to start? If so, you’ll be pleased to know that our library provides free access to Fiero Code, a learn-to-code software program for students ages 8-18.

Through fun and engaging activities, Fiero Code helps students learn the coding skills necessary to build websites, video games, apps and more. Coding languages include:

* Scratch
* HTML
* CSS
* JavaScript
* Python
* SQL

As coders complete each Fiero Code workout and mission, they unlock gear and other items that they can use to customize their personal avatar. Best of all, Fiero Code includes a “Share with Parents” feature that allows students to share their projects with you. They can also register to compete in up to three Fiero Code Challenges each year and submit their projects for a chance to win prizes.

To begin using Fiero Code, students can log in via the library website: [insert direct URL].

If you have any questions about this exciting resource or are interested in helping run an after-school code club, please feel free to contact me.

Sincerely,

[insert your name and contact details]

**AUDIENCE: PATRONS**

*Subject line: Fun and gamified coding lessons for kids*

*Preheader: Access Fiero Code via the library*

Fiero Code is a fun and engaging way for kids to learn coding

Do you know a child or teen who wants to learn how to code? If so, you’ll be pleased to know that our library provides free access to Fiero Code, a learn-to-code software program for kids ages 8-18.

Through fun and engaging activities, Fiero Code helps students learn the coding skills necessary to build websites, video games, apps and more. Coding languages include:

* Scratch
* HTML
* CSS
* JavaScript
* Python
* SQL

As coders complete each Fiero Code workout and mission, they unlock gear and other items that they can use to customize their personal avatar. Best of all, Fiero Code includes a feature that allows coders to share their completed projects with parents, teachers and friends. They can also register to compete in up to three Fiero Code Challenges each year and submit their projects for a chance to win prizes.

To begin using Fiero Code, kids can log in via the library website: [insert direct URL].

If you have any questions about Fiero Code, please feel free to contact me at [insert phone number].

Sincerely,

[insert your name]

**Short Descriptions (for Newsletters)**

**AUDIENCE: STUDENTS**

Change the world by learning to code

Want to learn how to code but not sure where to start? Fiero Code is a learn-to-code software program available through our school library. Designed for students just like you, Fiero Code teaches you how to code through engaging projects and tutorials. You’ll learn several coding languages ― such as HTML, Python and JavaScript ― that you can use to build websites, video games, apps and more. Log in here: [insert direct URL] Questions? Ask your school librarian.

**AUDIENCE: LIBRARIANS**

Empower your students to learn to code

Our [school/library] district provides access to Fiero Code, a gamified learn-to-code software program for students ages 8-18. By completing interactive tutorials and projects, students will learn coding languages that they can use to build their own websites, video games, apps and more. Fiero Code also includes curricula for hardware devices and codable robots, as well as training and support for running before- and after-school code clubs. To encourage students to register, please add a direct link to Fiero Code from your library website and use these [promotional materials](https://connect.ebsco.com/s/article/Fiero-Code-Promotion-Kit?language=en_US) to market the resource. Questions? Contact [email address].

**AUDIENCE: TEACHERS**

Empower the next generation of innovators

Did you know that our school library provides access to Fiero Code, a learn-to-code software program for students ages 8-18? Through engaging tutorials and projects, Fiero Code teaches students computer programming languages ― such as HTML, Python and JavaScript ― that they can use to build their own websites, video games, apps and more. Fiero Code also includes curricula for hardware devices and codable robots, as well as training and support for running before- and after-school code clubs. Students can log in via the library: [insert direct URL] Questions? Ask your school librarian.

**AUDIENCE: PARENTS/CAREGIVERS/HOMESCHOOL**

Encourage your student to learn to code

Does your child or teen want to learn how to code? If so, you’ll be pleased to know that our library provides free access to Fiero Code, a self-paced learn-to-code software program for students ages 8-18. Through engaging tutorials and projects, your student will learn coding languages ― such as HTML, Python and JavaScript ― that they can use to build their own websites, video games, apps and more. Fiero Code also includes a “Share with Parents” feature that allows students to share their projects with you. Encourage them to log in via the library: [insert direct URL]. Questions? Ask a librarian.

**AUDIENCE: PATRONS**

Fun and gamified coding lessons for kids

Know a child or teen who wants to learn how to code? Our library provides free access to Fiero Code, a self-paced learn-to-code software program for kids ages 8-18. Through fun and engaging tutorials and projects, Fiero Code teaches kids coding languages ― such as HTML, Python and JavaScript ― that they can use to build their own websites, video games, apps and more. Fiero Code also includes a portfolio feature for coders to display their work, and a “Share with Parents” feature for them to share their projects with family and friends. Log in via the library: [insert direct URL]. Questions? Ask a librarian.