**Email Newsletter Tools for the 2017**

**International Science Center & Science Museum Day**

*Shorter Format—*

***[Name of your organization]*** will join 300+ other institutions and hundreds of thousands of people on every inhabited continent to celebrate the first [International Science Center & Science Museum Day (ISCSMD)](http://www.iscsmd.org) on Friday, November 10. [Please join us for the largest joint project ever launched by the world’s science learning institutions, when ***[Name of your organization]*** will [link to your related event’s webpage/exhibit or program description and any connections to the UN’s 17 [Sustainable Development Goals](https://sustainabledevelopment.un.org/sdgs) (SDGs).]

*Longer Format—*

In the largest joint project ever launched by the world’s science centers and museums, ***[Name of your organization]*** is part of the 2017 [International Science Center & Science Museum Day](http://www.iscsmd.org/) (ISCSMD) on Friday, November 10, working with 300+ other institutions around the world and welcoming hundreds of thousands of people to a celebration of ***[science/technology/STEM learning/STEAM activities]*** and exploration of how society can use science, technology, innovation, and individual action to help solve the planet’s challenges.

***[quote from institution’s CEO about your leadership/participation in the event, possibly mentioning these elements: your institution’s place in local efforts and the global movement; public engagement with science; and/or your addressing global sustainability while reaching increasingly diverse audiences.]***

ISCSMD activities at ***[Name of your organization]*** and [locations around the world](http://www.iscsmd.org/map/) represent a united, international effort to raise awareness and encourage action towards global sustainability, focusing on the UN’s 17 [Sustainable Development Goals](https://sustainabledevelopment.un.org/sdgs) (SDGs), which seek to end poverty, fight inequalities, and tackle climate change, while ensuring that no one is left behind.

Join us for the following activities to support these corresponding SDGs

• ***[Activity, ex. “Science Show”] Goal [#], [Goal name, ex. ‘Climate Change’]***

• ***[Activity goes here] Goal [#], [Goal name goes here]***

• ***[Activity goes here] Goal [#], [Goal name goes here]***

You’ll be joining hundreds of thousands of people around the world visiting other institutions during the global event, who will be engaging in their own actions, including ***[pick some of your peer institutions to highlight from the participant map]***; and many, many more.