

SparkED In-a-Box Guidelines and Rewards!

What is SparkED-in-a-Box?

- A toolkit to enable associates and other advocates to reach out to their alma maters, professional or municipal education orgs, online programs, nearby campuses, etc.
 - *Note: SparkED for high schools will be available in Fall 2023 or later; SparkED is currently available for community colleges, universities, and online programs globally*
- It contains a ready-to-use email, a short set of fun slides, and a feedback form to earn swag
- If your education contact is interested in learning more about our no-cost data analytics education offering, simply let us know and our team will connect with them

Why are we doing this outreach?

- To spread awareness in the SparkED program and inspire interest in analytics learning
 - Alteryx wants to be the global data analytics thought leader and educator
 - SparkED is addressing the global skills gap (organizations are struggling to find good data talent)
 - SparkED expands our brand mindshare, expertise, and product preference

How do I help?

- SparkED-in-a-Box makes it fast and easy, with ready-to-use tools
- Get started by downloading the email draft, and send it out as-is or customize it, before adding your signature block
- You may submit the feedback form more than once with each contact

Want rewards?

Use the Feedback Form to let us know when:	Rewards you earn:
You reached out (by phone or email) to your contact	SparkED T-shirt
If you had a call with this contact	More swag
Your contact wants to learn more from a SparkED manager	More swag

THANK YOU!

- Your effort to help spread the word will make a tremendous difference for Alteryx, SparkED, and our ecosystem of Designer experts.