1. If you think See Say Write can add value to your school, this document contains an email template and some additional guidance to help you put the program on the decision maker’s agenda.
2. It’s helpful to remember that everyone in school is busy just doing their regular job, so it always takes an extra push to affect positive change. When suggesting an idea, it is normal to be ignored or to be told “No” without due consideration. Anticipate this. You should be more surprised if you receive immediate response saying “Yes, great idea! Let’s look into this as soon as possible”. Expect “No” by default.

* Politeness
* Persistence
* Proactivity

These three Ps are your best friend in affecting positive change.

1. Use the email template below to put See Say Write on the decision maker’s radar (note, anything highlighted in yellow should be checked/amended]. If the email isn’t your style, adapt it as needed. Alternatively, you can use it to help structure your message if you’d rather inform them in person.

**To**: [We recommend putting only *one* person in the To box]

**Cc**: [2 to 3 other leaders should be added in Cc. Too few and the decision maker is less likely to respond, too many and they may be too embarrassed to later reverse their decision if they reply with “No, I don’t think this is a good idea”]

**Attached**: [We recommend attaching the file ‘Do We Need See Say Write?’, found in the ‘Misc’ folder]

**Subject**: Opportunity to Easily Boost Student’s Early English Ability

Good morning/afternoon [Name],

Hope you’re doing well. This email is about [*See Say Write*](http://www.seesaywrite.com/). I don’t know if you’ve heard of it before, but I see it as low hanging fruit that - if picked - will be extremely beneficial for both teachers and our students. In short, it’s a structured early-English literacy program that guarantees the effective teaching of:

* 60 English language sounds
* 224 vocabulary words
* Handwriting, reading and spelling

It’s a phonics scheme with a lot of added extra, and, best of all, it’s very affordable. The scheme essentially consists of free video lessons and follow along workbooks, all run by two highly qualified British English teachers with standard BBC British accents.

The website is [here](http://www.seesaywrite.com/) if you’re as interested as I am. If you don’t have much time, just watch the 3-minute Simple Overview video at the top of the page.

I’m pitching this because I think the program can fill gaps for us and give our students the best possible chance at English language success. I’ve downloaded and attached a one-page document titled ‘Do We Need See Say Write?’. I’ve answered the questions and I think we do.

It would be great to get your initial thoughts and your permission to look more closely at the value and feasibility.

Kind Regards,

1. If you haven’t heard from them, be sure to raise the point in your next routine meeting. If you are not able to see them in person, appeal to another leader who has in-person interaction.
2. If the answer returns as a “No”, be sure to politely understand why. If the answers are legitimate, time to move on. If the answers don’t make complete sense, remember to be courteous but proactively persist. Remember, you just need a quick “All clear” so you or your team can begin assessing the value and feasibility of the program.