<Funder Salutation>,

I am writing with exciting news! With support from the U.S. Department of Education, the Kennedy Center for the Performing Arts has launched a three-year data initiative in partnership with Chicago-based Ingenuity to bring its collective impact data platform, artlook®, to six  *Kennedy Center* [*Any Given Child*](https://education.kennedy-center.org/education/anygivenchild/) cities, of which X city is part of, starting in 2019. **I am thrilled to announce that <City Name> has been selected as part of this initiative, and <Org Name> will be leading this effort locally!**

[Numerous studies](https://www.ecs.org/wp-content/uploads/Beyond_the_Core_Advancing_student_success_through_the_arts.pdf) point to the value of arts education in improving student outcomes, yet the absence of comprehensive data is a challenge, and access to the arts remains an issue for many students nationally. This is where the artlook® platform comes in. artlook ® is an interactive mapping platform that allows school districts of all sizes to collect, map and analyze data regarding the availability and distribution of arts staffing, funding and services on a school-by-school basis. Through artlook®, city and school district leaders, grant makers and service agencies are able to act in concert with each other, using real-time data to inform decision-making that can transform how funding, resources and supports are efficiently and equitably distributed to students and schools.

**In addition to the real-time benefits for schools and arts organizations, foundations and corporations can:**

* **Better track the geographic, demographic and program reach of arts grantees**
* **Solicit more effective and uniform grant reports from grantees**
* **Leverage data to understand the reach of their grant-making as well as target future grants to neighborhoods and schools in need of programs**
* **Establish measurable giving outcomes and monitor progress over time**

This comprehensive artlook® platform is a resource that will yield immeasurable benefit to our community as well as make it possible for the Kennedy Center to do a wider national study on arts access in public schools.

artlook® has been used for more than five years to expand student access to the arts with extraordinary success in Chicago Public Schools, the nation’s third-largest school system. We look forward to working alongside all of our new, national stakeholders to leverage this tool and further the impact we have made in arts education thus far.

In the coming weeks, I look forward to meeting with you to discuss how we can guide and use artlook ® to advance our goals.

<Public Official Salutation>,

I am writing with exciting news! With support from the U.S. Department of Education, the Kennedy Center for the Performing Arts has launched a three-year data initiative in partnership with Chicago-based Ingenuity to bring its collective impact data platform, artlook®, to six [*Any Given Child*](https://education.kennedy-center.org/education/anygivenchild/) cities starting in 2019. **I am thrilled to announce that <City Name> has been selected as part of this initiative, and <Org Name> will be leading this effort locally!**

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**In addition to the real-time benefits for schools and arts organizations, civic leaders can:**

* **Understand the extent to which arts resources are equitably distributed across schools, and identify how your office can support greater equity**
* **Utilize the data to identify potential funders and partners to districts and schools**
* **Make a data-driven case for better arts policies and practices to your colleagues at the city and state levels**
* **Engage in data-informed conversations with arts and education stakeholders to ensure equitable access to the arts in schools throughout the districts you serve**

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In the coming weeks, I look forward to meeting with your office to discuss how we can leverage artlook to make our city <or: state, district> among the most creative in the nation!

<School District Leader Salutation>,

I am writing with exciting news! With support from the U.S. Department of Education, the Kennedy Center for the Performing Arts has launched a three-year data initiative in partnership with Chicago-based Ingenuity to bring its collective impact data platform, artlook®, to six [Any Given Child](https://education.kennedy-center.org/education/anygivenchild/) cities beginning this year . **I am thrilled to announce that <City Name> has been selected as part of this initiative, and <Org Name> will be leading this effort locally!**

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**In addition to the real-time benefits for individual schools and arts organizations, district leaders can:**

* **Better understand the arts education landscape in your district**
* **Understand the extent to which arts resources are equitably distributed across schools; direct time and resources accordingly**
* **Make a data-driven case for better arts policies and practices at district, city and state levels**
* **Ensure that students directly benefit from increased access to arts education and empowered art teachers**

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In the coming weeks, I look forward to meeting with you to discuss how we can leverage artlook to ensure that our district is among the most creative in the nation!