Teacher Phone Call Script

This script is *only an example* to help you get started with calling teachers. The best thing you can do is keep the conversation natural. Do not feel beholden to this script - you can and should feel free to deviate from it if you feel comfortable doing so.

**The goals of this call are:**

1. **Suggest the teacher registers for STEP UP.**
2. If already registered or really interested**, suggest the teacher uses the STEP UP materials in their classroom.**

**Your main talking points should be:**

* I would like to see more young women go into physics careers.
* I care about the STEP UP project because...
* STEP UP provides tools to help teachers engage young women’s interest in physics -- you have a lot of influence!
* Visit STEPUPphysics.org to register, join the community, and access STEP UP’s tools!

Remember to have the [project FAQ](https://engage.aps.org/stepup/about/faq) open when you’re calling so you can answer questions if needed!

If the teacher wants you to email them with more information, feel free to use the email template below the script.

**Example phone call:**

**Opening:**

* *Hello! This is [your name] from [school].*

**Ask a question:**

* *I’d like to talk a bit about women in physics. Do you have a moment?* (Pause)
* *Do you get to teach physics?* (Response)

**Prepare to discuss STEP UP:**

* *I really like [something you enjoy about physics] and would like to see more young women interested in physics.*
* *Are there any girls in your class who you think may be interested in continuing their physics study?* (Response)
* *Did you know that teachers are key to helping women see their physics potential?* (Response)

**Ask about STEP UP:**

* *Have you heard of STEP UP?* (Response)
* *Can I introduce you to the STEP UP project?* (Response)

**Explain why you care about STEP UP:**

* *[Explain in a sentence or two why you care about STEP UP’s work]*

**Pitch STEP UP:**

* If teacher **knows** about STEP UP:
  + *Are you registered for STEP UP?* (Response)
    - *Please register for STEP UP at STEPUPphysics.org!*
  + *Have you gotten to download the STEP UP lessons?* (Response)
    - (If no) *There are two lessons - one is about careers in physics and one about women in physics. They are both are available for you to download at STEPUPphysics.org!*
* If teacher **does NOT know** about STEP UP:
  + *Well, STEP UP is a national movement working to increase the representation of women in physics. STEP UP has tools you can add to your physics class -- and they are available for download.*
  + *Visit STEPUPphysics.org to register and learn more about the movement!*

**Offer a follow-up email:**

* *Would you like me to email you with more information?* (Response)

**End of the call:**

* *Thank you so much for your time! It’s been great talking with you.*

Email for More Information (post call)

Copy this full email, including the special hyperlinks!

Suggested subject line: **STEP UP Follow-up**

Dear **(high school teacher’s name)**,

Thank you for taking the time to chat with me **(day)**. I hope you will [register with STEP UP](http://engage.aps.org/stepup?utm_source=toolkit&utm_medium=link&utm_campaign=ugrad)!

I’m particularly excited about the STEP UP project because **(briefly say why you like STEP UP)**. At the end of the day, if teachers download and use STEP UP’s research-based curriculum (available at [STEPUPphysics.org](http://engage.aps.org/stepup?utm_source=toolkit&utm_medium=link&utm_campaign=ugrad)), we’ll start to diversify the face of physics.

High school teachers have significant influence over young students’ career choices. To help high school teachers engage young women’s interest in physics, STEP UP has created lessons on **Careers in Physics** and **Women in Physics** as well as support materials for the physics classroom. Go to [STEPUPphysics.org](http://engage.aps.org/stepup?utm_source=toolkit&utm_medium=link&utm_campaign=ugrad) today to register, learn more about the project, and access these classroom materials!

Thanks again for talking with me! If you have any more questions, please feel free to email the project ([STEPUPphysics@aps.org](mailto:STEPUPphysics@aps.org)) with any questions!

Sincerely,

**(Your name)**