

# SEND POSTCARDS TO SPACE

"Hi, I'm Erika Wagner. I work at Blue Origin to help students, companies, and researchers launch their ideas and experiments into space on our New Shepard rocket."



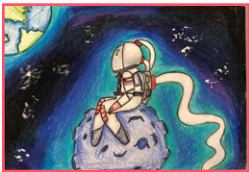
TRY NEW

COSMIC CHOCOLATE

As more people live and work in space, new jobs, businesses, and creative ventures will arise, contributing to a new space economy that hasn't yet been designed or dreamed up. Think about how an architect might design a new colony, how the creation of new materials that can only be made in microgravity might enable new forms of transportation, or how a galactic restaurant might 3D print your food while you wait. Your creative business ideas could spark new markets in technology, entertainment, and daily living.

## WHAT WOULD YOUR SPACE ADVERTISEMENT LOOK LIKE?

**YOUR MISSION:** Create an advertisement to attract customers to your new space-related business. This can be a billboard, magazine cover, brochure, social media ad, or other advertising medium of your choosing. Once you've developed your idea, cut out the postcard below and draw your idea on the blank side along with the copy. Put your address and a stamp on the front, place it in an envelope and mail it to: **Club for the Future / PO Box 5759 / Kent, WA / 98064**. Blue Origin will send it to space and back on its New Shepard rocket. The postcard will then get stamped 'Flown to Space' and mailed back to you for a special space-flown keepsake.



On the blank side, draw or write your answer to what your space advertisement will look like. On this side, write a message, your address, and add a stamp.

We may want to post your artwork online! Have your parent or guardian sign below to grant permission.

Parent/guardian

Parent/guardian (printed)

[www.clubforfuture.org](http://www.clubforfuture.org)

CLUB FOR THE FUTURE

Place Stamp Here

Your Name

Your Street Address

City, State / Province

Zip Code

Country

## TEACHER LESSON PLAN - SEND POSTCARDS TO SPACE

# SPACE MARKETING

### INTRODUCTION

Opportunities for innovation in the space economy are increasing rapidly. A variety of careers in space are currently available but many more new careers in the space industry will arise as technology advances. Even more exciting is the reality that your students will have the opportunity to create their own careers. In this lesson, students will take on the role of an entrepreneur advertising their idea for a new business venture in space. Create artwork for a business venture related to space and use it to describe your idea.

### LEARNING OBJECTIVE

Create artwork for a business venture related to space and use it to describe your idea.

### INSTRUCTIONS

- Develop an idea for a business venture that will help people living and working in space.
- Create artwork for an advertisement that expresses your idea.
- Use your artwork to present your idea.
- Finalize advertisement artwork on your postcard.
- Send postcard to the Club for the Future where it will be sent to space and back on a Blue Origin New Shepard rocket.
- Tune in to watch the launch event.

### LESSON EXTENSION

- What is a favorite ad you've seen in the past year? What made it great?
- Develop a character profile of your ideal customer.
  - What is their name, age, and job? Why are they a good fit for your product?

### TYPES OF ADS

- Brochures
- Emails
- Magazine and newspaper ads
- Online advertisements (display, etc.)
- Websites

### STANDARDS

#### CCSS.ELA-Literacy.SL.6.5

Presentation of Knowledge and Ideas:

Include multimedia components (e.g., graphics, images, music, sound) and visual displays in presentations to clarify information.

#### ISTE

6d - Students publish or present content that customizes the message and medium for their intended audiences.

#### NCAS

VA:Cr2.3.7

Apply visual organizational strategies to design and produce a work of art, design, or media that clearly communicates information or ideas.

### REFLECTION

- Ask students to share their ideas for a business venture in space on a postcard describing how their idea will help people living and working in space.
- Ask students to partner up with others who have business ideas of their own to discuss and share how they could work together.



## POSTCARD INSTRUCTIONS

# SEND A POSTCARD TO SPACE

Club for the Future is asking students around the world to send postcards with their dreams of the future and vision for life in space. Once you have your idea based on the prompt in the lesson plan, draw or write your idea on a postcard and mail it to the Club using the instructions below. The Club will launch your postcard to space and back on a Blue Origin New Shepard rocket. Upon your postcard's return from space, it will be stamped "Flown to Space," then mailed back to you as a special space-flown keepsake.


## ADDRESSING YOUR POSTCARD TO SPACE (AND BACK)

01




USE A 4x6" (10x15cm) POSTCARD, NOTECARD OR DOWNLOAD AND PRINT THE TEMPLATE.

02



ON ONE SIDE, DRAW OR WRITE YOUR IDEA FROM THE LESSON PLAN PROMPT.

03



ON THE OTHER SIDE, WRITE YOUR RETURN ADDRESS AND ADD A STAMP.


04



CLUB FOR THE FUTURE  
PO BOX 5759  
KENT, WA 98064 U.S.A.

PLACE THE POSTCARD IN A STAMPED ENVELOPE ADDRESSED TO CLUB FOR THE FUTURE. IF YOU HAVE MULTIPLE POSTCARDS, PLACE THEM IN A LARGE ENVELOPE OR BOX AND MAIL THEM TO THE CLUB IN BULK.

05



DROP THE ENVELOPE IN THE MAIL. THE CLUB WILL LAUNCH IT TO SPACE ON A BLUE ORIGIN NEW SHEPARD ROCKET AND RETURN IT TO YOU!

[WWW.CLUBFORFUTURE.ORG](http://WWW.CLUBFORFUTURE.ORG)

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