GALE

Gale In Context

Email/Newsletter Template Toolkit

Gale In Context Email/Newsletter Template Toolkit

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Gale In Context Email/Newsletter Template Toolkit

Toolkit Introduction and Best Practices

Welcome to the *Gale In Context* Email/Newsletter Template Toolkit!

About this document

Within this toolkit, you will find example messaging templates that you can use for things like an email or a newsletter. You are welcome to copy, paste, and modify messages to fit your needs. Messages are developed based on popular topics used within K-12 classrooms.

Who are the target users of this Toolkit?

School Librarians, K-12 Instructional/Technology Coaches, or anyone that supports teachers with using and implementing *Gale In Context* resources.

What are the benefits to using this Toolkit?

Save Time: Librarians or coaches can quickly grab support material targeting specific curriculum topic areas. This also will save time for teachers because the messages incorporate some pre-built activities, lesson plans, tip sheets, etc.

Consistency: Consistent messaging to teachers about how they can use *Gale In Context* resources with their students will help with implementation of your subscription.

Customizable: Messages are customizable, allowing you to personalize messages, and narrow in on target material.

How do I use this document?

Find a message topic from the table of contents that will resonate with your teachers, then copy and paste the message into your desired form of communication.

If you are emailing teachers that may be new to *Gale In Context* resources, it is suggested to use the [Welcome Letter](#). On page 1 of this letter, you can enter your access point (where teachers will access the resources), plus add any special instructions on how to access. There is even a spot for a QR code, which you can create using your access point. Don't forget to add your contact info in case there are any questions about the resources. Once you've filled out page 1, save the document. You can then attach the newsletter to your email. Note that each of the messages in this Toolkit suggests using this welcome letter. If you choose not to use it, then modify the message so you do not reference the letter.

Who do I contact if I have any questions about this document?

Please reach out to your Gale Customer Success Manager, or email gale.customersuccess@cengage.com.

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African American History

SUBJECT LINE SUGGESTION: Gales Resources: Supporting African American History

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are materials to support teaching African American history across your curriculum.

Gale In Context: Biography

- Use *Gale In Context: Biography* to spend Black History Month discovering influential African Americans with 28 Days of Hidden Figures.

Gale In Context: For Educators

- Celebrate **Black Artists** with *Gale In Context: For Educators* - Access A Pre-built Folder on Black Artists through Gale In Context: For Educators or Access Artists Individually on Gale In Context: Biography

- Discover Pre-Made Lesson Plans and Materials through **Gale in Context: For Educators**, such as African American Inventors and The Black Power Movement.

Gale In Context: High School

- Use *Gale In Context: High School to* learn about the Civil Rights Movement with an Escape Room.

Gale In Context: U.S. History

- Use *Gale In Context: U.S. History* for a cross-curricular activity. Discover **Black Mathematicians** with – Multiplying Achievements

- Learn more about Juneteenth through a webinar using **Gale In Context: U.S. History** – Juneteenth 2023: Explore the History of Slavery in the United States With Gale In Context: U.S. History

All Gale In Context – Primary Sources

- Analyze **Primary Sources** with *Gale In Context* –

    - Frederick Douglass: "What to the Slave is the Fourth of July?" Lesson
    - Benjamin Banneker's letter to Thomas Jefferson Lesson
    - Discover the history behind the Tulsa Race Massacre with "Tulsa: A Warning" Lesson

Continue learning to navigate *Gale In Context* with a Recorded Webinar – Explore the History of Slavery in the U.S. with Gale In Context

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

Climate

- **Optional Material: <u>Gale In Context Welcome Letter</u>** Librarians - Please fill in page 1 with access and contact info for your location. You can add a QR code into the box if you want. Then save the file and attach it to your email.

SUBJECT LINE SUGGESTION: Gale Resources: Supporting the Study of Weather and Climate

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are materials to support teaching Climate and Weather in your Science and Environmental Studies curriculum.

- Use *Gale In Context: Science* to conduct these Inquiry Based Lesson Plans on– <u>Weather vs. Climate 5E Lesson</u>

- Use *Gale In Context: Global Issues* to investigate the effects of Fracking on our environment – <u>Gale In Context: Global Issues Fracking Lesson Plan</u>

- Have students research Climate Change using *Gale In Context: Opposing Viewpoints, Gale in Context: Global Issues, Gale in Context: Environmental Studies* or *Gale in Context: Science* and construct arguments around it using this <u>Graphic Organizer</u>.

Elementary

- Using the *Gale In Context: Elementary, Weather and Climate* Topic Page located in the *Science* Category, have students complete this <u>Claim, Evidence, and Reasoning Graphic Organizer</u> as they research.

You can also check out these pre-made *Gale In Context: For Educators* Lesson Plans when teaching Weather and Climate:

- Elementary Lesson Plans: <u>How Does Weather Change Over Time</u>?, <u>What is Climate Change?</u>
- Secondary Lesson Plans: <u>Investigating Climate Change</u>, <u>Earth's Changing Climate</u>

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Diversity and Inclusion

- **Optional Material: Gale In Context Welcome Letter** Librarians - Please fill in page 1 with access and contact info for your location. You can add a QR code into the box if you want. Then save the file and attach it to your email.

SUBJECT LINE SUGGESTION: Using Gale Resources to support Diversity and Inclusion

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are materials to support teaching Diversity and Inclusion across your curriculum.

- Check out these pre-built folders and lesson plans using *Gale in Context: For Educators* on Asylum Seekers, Cultural Identify, Disability Rights, and Equality, Equity, and Liberation.

- Use *Gale In Context: Opposing Viewpoints* to research issues like Bullying, Cyberbullying, Teen Suicide, Peer Pressure, and School Violence with this Bullying Prevention Project.

Women's History:

- Utilize *Gale In Context: Global Issues* and this lesson plan to have students develop a social media campaign designed to bring attention to a Women's Rights topic.
- These trading cards highlight Women in politics around the world. Have students complete them using *Gale In Context: Global Issues*.
- Want more trading cards? Check out this activity about Women in Science using *Gale In Context: Science.*

LGBTQ+ Community Inclusion:

- Use *Gale In Context: High School* to complete an Escape Room while learning the history behind the Stonewall Uprising, fighting for equality, influential community members, and more.
- Discover more topics to research and support Inclusion with LGBTQ+ Topic Pages in *Gale In Context: High School.*

Learn more about using *Gale In Context* to support Social and Emotional Learning and Diversity, Equity and Inclusion with the following webinars:

- SEL Support in Gale In Context
- Using Gale In Context to Support DEI
- Using Gale In Context for Educators to support SEL and DEI

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Gale In Context Email/Newsletter Template Toolkit

Engaging Activities

- **Optional Material: Gale In Context Welcome Letter** Librarians - Please fill in page 1 with access and contact info for your location. You can add a QR code into the box if you want. Then save the file and attach it to your email.

SUBJECT LINE SUGGESTION: Gales Resources: Engaging Premade Activities for the Classroom!

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are some engaging, premade materials to support curriculum. Check out Gale's Support Site for even more premade activities!

English Language Arts

- Complete a scavenger hunt on popular titles like The Giver and To Kill a Mockingbird, or on the subject of Book Banning.
- Have students identify different text structures with these graphic organizers.

Social Studies

- Bring history to life with a variety of engaging lesson plans including the analysis of various primary sources.
- Guide students in a document deep dive with this American Revolution DBQ.
- Encourage students to consider the big picture with this Activism Tic-Tac-Toe Project
- Take a deep dive into the Civil Rights Movement with this Escape Room
- Explore ancient civilizations with this Escape Room.

Science

- Discover alternative energies and encourage student choice with this Alternative Energy Tic-Tac-Toe activity.
- Give students a chance to conduct their own research with Alternative Energy Trading Cards.
- Discover bees with this Environmental Studies Bee Scavenger Hunt.
- Get elementary students excited with this Scientists and Inventors Escape Room.

Cross-Curricular

- Start your class with these engaging Gale In Context Bell Ringers (Secondary).
- Get creative and design your own escape rooms using our DIY template. Here's a webinar showing you how to make your own!
- Create your own Gale game using this Bingo Card Template.

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Ethnic Studies

SUBJECT LINE SUGGESTION: Gales Resources: Supporting Ethnic Studies!

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are some engaging, premade materials to support teaching Ethnic Studies across the curriculum.

Arab American Studies:

- Learn more about the history of Arab Americans from *Gale In Context: Middle School* by completing this scavenger hunt. – Gale In Context: Middle School Arab American Heritage Month Activity which comes with a complete Answer Key.

Asian American and Pacific Islander Studies:

- Develop a background knowledge of Asian and Pacific Island Countries by completing the country profile trading cards with *Gale In Context: High School.*
- Dive deeper into Asian American and Pacific Islander History using *Gale In Context: U.S. History* and this game of jeopardy.

Native American Studies:

- Using *Gale In Context: U.S. History* explore different figures in Native American history with this profile worksheet.
- Keep exploring in *Gale In Context: U.S. History* and complete the Native American Heritage Month Scavenger Hunt

LatinX:

- Check out different levels of information with different *Gale In Context* resources on Day of the Dead Celebrations.

Continue learning strategies on finding content to support Ethnic studies:

- Gale In Context: Multiple – Teach Ethnic Studies With Gale In Context Resources
- Create your own Biographical unit of study with this blank Biographical Organizer

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Financial Literacy

- **Optional Material: Gale In Context Welcome Letter** Librarians - Please fill in page 1 with access and contact info for your location. You can add a QR code into the box if you want. Then save the file and attach it to your email.

SUBJECT LINE SUGGESTION: Using Gale Resources to support teaching Financial Literacy

Dear Staff,

To help support everyone with using *Gale In Context* resources, listed below are materials to support teaching Financial Literacy across your curriculum.

- Use *Gale In Context: High School* and these activities to cover lessons in both Saving and Investing and Loans and Credit.

- Check out these prebuilt folders in *Gale In Context: For Educators* with premade lesson plans and assessments: Annual Rates of Return, Bankruptcy, and Compounding Interest.

    - Tip: Do a lesson plan search in *Gale In Context: For Educators* by checking Financial Literacy under Subject Area of the Lesson Plan Search path.

- Browse **topic pages** in *Gale In Context: High School,* such as: Big Business, Capitalism, Consumerism, Credit, Cryptocurrency, Economic Systems, Economics, Employment and Unemployment, Entrepreneurship, Globalization, Goal Setting, Government and the Economy, Macroeconomics, Microeconomics, Minimum Wage, Money and Banking, Organized Labor, Personal Finance, Remote Work, and Socialism.

- Browse **topic pages** in *Gale in Context: Opposing Viewpoints,* such as: Affordable Housing, America's Wealthy, Big Technology (Big Tech) Monopolies, Capitalism, Consumer Boycotts, Consumer Debt, Consumerism, Digital Currency, Executive Compensation, Fast Fashion, Free Trade, Gentrification, Globalization, Government Stimulus Packages, Income Inequality, Inflation, Labor Unions, Minimum Wage, Outsourcing, Poverty, Universal Basic Income, Wage Discrimination, and Welfare Reform.

- Use this Tip Sheet for advice on teaching Financial Literacy using *Gale In Context: For Educators*.

- Read more about teaching Financial Literacy through Gale's Blog Posts covering the subject.

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Media Literacy

- **Optional Material: Gale In Context Welcome Letter Librarians - Please fill in page 1 with access and contact info for your location. You can add a QR code into the box if you want. Then save the file and attach it to your email.**

SUBJECT LINE SUGGESTION: Gales Resources: Supporting Media and Information Literacy

Dear Staff,

To help support everyone with using *Gale In Context* resources, attached is a 2-page PDF you can use as reference. Additionally, here are some targeted activities you might find useful:

<u>**Media and Information Literacy**</u>

Read this Gale blog post to learn how to Empower All K-12 Students During Media Literacy Week.

Gale has activities to support teaching media literacy! Elementary, Middle, and High School activities engage your students daily through lessons that can be lengthened to a full class period or shortened to use as bell ringers. Utilize Gale's activity packets to get start!

Additionally, you can access a curated *Gale In Context: For Educators* folder that includes lesson plans and activities.

Want more support with the above materials? Check out this 30-minute pre-recorded webinar, Media Literacy Week: Teach with Gale.

Gale In Context: Opposing Viewpoints – Fake News Scavenger Hunt

Gale In Context: All – Search Like a Pro

Gale In Context: For Educators - Media Literacy Week Folder Tips

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

GALE

November Celebrations: Native American Heritage Month and Thanksgiving Across the Globe

SUBJECT LINE SUGGESTION: Gales Resources: Supporting Native American Heritage Month

Dear Staff,

To help support everyone with using *Gale In Context* resources, attached is a 2-page PDF you can use as reference. Additionally, here are some targeted activities you might find useful:

November Celebrations: Native American Heritage Month and Thanksgiving Across the Globe

November is Native American Heritage month and time to celebrate Thanksgiving! Here are some ideas of how you can use *Gale In Context* to help your students learn about Native American histories and important contributions, or how Thanksgiving is celebrated across the globe:

Middle and High School teachers: Here are two activities using *Gale In Context: US History*:

- Gale In Context: US History Native American Heritage Month Project
- Native American Heritage Month Scavenger Hunt

For *Gale In Context: Middle School*, see this blog post: Celebrating Native American Culture through Research and Reflection.

For *Gale In Context: Biography*, see this blog post: Native American Heritage Month: Celebrating Fascinating Figures.

Elementary teachers: Using *Gale In Context: Elementary*:

- Native American Biography Activity - have students explore the "People > Native Americans" section and choose a featured Native American to read about. And then have them complete this graphic organizer: Blank Biographical Organizer

- Read this Gale Blog Teaching Beyond Borders: 4 Thanksgiving Celebrations Across the Globe to see some activity ideas for Thanksgiving, Yom Kippur, Pongal, and Other Worldwide Harvest Festivals.

- Here is another related Gale Blog focusing on using *Gale In Context: Elementary*: Encouraging a Deeper Understanding of Native American History and Culture.

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

<<enter Librarian name>>

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Research Using Gale In Context

Identifying Research Topics

SUBJECT LINE SUGGESTION: Gales Resources: Research Using Gale In Context – Identifying Research Topics

Dear Staff,

To help support everyone with using *Gale In Context* resources, attached is a 2-page PDF you can use as reference. Additionally, here are some support materials to help you and your students with **Research Using Gale In Context – Identifying Research Topics**:

- These short tutorials and tip sheets can be used with students:
    - Narrowing Your Research Topic (1:05)
    - When You Need a Research Topic (1:07)
    - Gale Tools – Topic Finder (0:58)
    - Topic Finder Tip Sheet PDF
    - 15 Minutes to Mastery: Jumpstart Student Projects with Gale's Topic Pages (15 min) The following tutorials are approximately 1.5 minutes and cover the topic pages within that product:
        - Make the most of *Gale In Context: Biography* by using topic pages to research people from all times, regions, and fields of work or study. (video 1:30)
        - Learn how to research the scientific and social aspects of environmental issues by using topic pages within *Gale In Context: Environmental Studies*. (video 1:27)
        - Easily research key world issues and find global perspectives using *Gale In Context: Global Issues* topic pages! (1:19)
        - Where do your high school students go to research topics across all major subject areas? Look no further than *Gale In Context: High School* and the topic pages! (1:20)
        - Learn how to explore topics across all major subject areas in *Gale In Context: Middle School* using topic pages. (1:15)
        - Want to learn how to research key issues and topics of debate in *Gale In Context: Opposing Viewpoints* using topic pages? (1:21)
        - Learn how to research key issues and topics in biology, chemistry, and other areas within science in *Gale In Context: Science* using topic pages. (1:28)
        - Learn how to research America's past and present using *Gale In Context: U.S. History* topic pages. (1:30)
        - Learn how to research key people and events in world history using *Gale In Context: World History* topic pages? (1:34)

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

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Research with Gale In Context

Gale's Top Digital Research Tools

SUBJECT LINE SUGGESTION: Gales Resources: Research with Gale In Context – Gale's Top Digital Tools

Dear Staff,

To help support everyone with using *Gale In Context* resources, attached is a 2-page PDF you can use as reference. Additionally, here are some support materials to help you and your students with **Research Using Gale In Context – Gale's Top Digital Tools:**

- Gale Tools - Accessibility and Support for All Learners (1:35)
- Gale Tools – Cite (0:54)
- Gale Tools – Topic Finder (0:58)
    - Topic Finder Tip Sheet (pdf)
- Gale Tools - Downloading and Sending to Google Drive and OneDrive (0:50)
- Gale Tools – Get Link (0:37)
- Link to Trusted Gale Content - Get Link Guide (pdf)
- Gale Top Digital Tools Guide (pdf)
- Top Gale Tools for Learners (pdf)
- Annotate Text With Gale's Highlights and Notes (pdf)
- 15 Minutes to Mastery: Expand Research Skills with Gale's Highlights and Notes (15 min)

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

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Research with Gale In Context

Building Research Skills

SUBJECT LINE SUGGESTION: Gales Resources: Research with Gale In Context – Building Research Skills

Dear Staff,

To help support everyone with using *Gale In Context* resources, attached is a 2-page PDF you can use as reference. Additionally, here are some support materials to help you and your students with **Research Using Gale In Context – Building Research Skills:**

- Searching Skills Student Tips and Activity (pdf)
- Elementary: Develop Early Research Skills - Teacher Tips and Student Activity (pdf)
    - Elementary Develop Early Research Skills with Gale In Context: Elementary (45 min)
- Middle School: Strengthen Student Research Skills with Gale In Context: Middle School (45 min)
- *Gale In Context: For Educators* includes numerous lesson plans on Media and Digital Literacy
- 15 Minutes to Mastery: Advanced Search (15 min)
- 15 Minutes to Mastery: Expand Research Skills with Gale's Highlights and Notes (15 min)
- 15 Minutes to Mastery: Surface Statistics Within Gale In Context (15 min)
- Simplify Student Research with Gale (30 min)

Please reach out if you need any support or recommendations for using your Gale resources.

Thank you,

GALE