TO: hello@somethingdevine.com

Subject Line: Vroom Helps Parents Teach Kids

Brad and Hailey Devine,

My name is Anne Marie Miller and I work for Vroom; an organization dedicated to improving the relationship between parents and their children. I have followed your accounts for years and am inspired by the content you create. My work at Vroom helps parents build relationships with their children who are in early developmental stages.

Because your audience is family-oriented Vroom is interested in partnering with you to promote parental learning and awareness. A partnership with Vroom would look similar to your videos on potty training. These could include little videos featuring a new parental tip one day and learning moments the next.

We at Vroom have noticed your inspiring videos featuring your family; I’ve especially enjoyed watching Lucy and Greta grow up through your Instagram and Youtube accounts. We love your family-friendly content that promotes healthy relationships between parents and their kids.

Vroom is a learning based app for kids. The Vroom platform provides a way forward for this work. Vroom is an app that provides daily tips and activities that help parents turn everyday moments—like doing dishes or changing diapers—into brain-building moments. Parents can download the Vroom app and receive a new tip every day, or they can sign up for regular text messages with Vroom tips. The platform is free to use and is available in both English and Spanish.

Both of your Instagram accounts would be utilized in this campaign, as we are trying to promote healthy relationships between both parents and their children. Your social media focus on family relationships and the importance of parenting/educating your children makes you the ideal candidates as influencers for Vroom.

We have resources and research on early childhood brain development, that you could include in your posts.

I will call on Thursday to talk about specifics with you.

I’m looking forward to hearing from you soon, and am excited about our potential collaboration.

Best,

Anne Marie Miller

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