

POSTCARD FROM SPACE

“Hi I’m Erika Wagner, and I work at Blue Origin to help companies and researchers launch their ideas to space on our New Shepard rocket.”



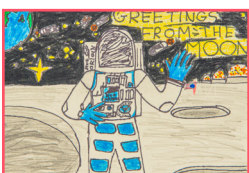
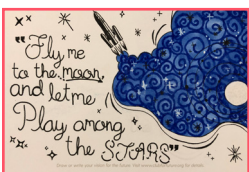
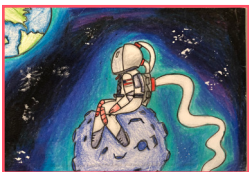
TRY NEW

COSMIC CHOCOLATE

As more people start to live and work in space, new job opportunities and business ventures will arise, creating a space economy – think what a space architect will build, imagine new materials that can only be made in microgravity, or picture a galactic restaurant that 3D prints your food while you wait! Your creative business ideas could help spark all sorts of 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 space-related business. This can be a billboard, a magazine cover, a brochure, or a social media ad – that part is up to you! After you’ve perfected your ad, cut out the postcard below and copy your ad on the back. Put your address on the front, place it in an envelope and mail it to: Club for the Future PO Box 5759 Kent, WA 98064 and Blue Origin will send it into space on the New Shepard rocket. When it returns to Earth, it will get our verified, ‘Flown to Space’ stamp, then get shipped back to you for free!



In this space, write a note to yourself or a friend, or describe your vision for the future.

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

Parent/guardian signature

Parent/guardian name (printed)

www.clubforfuture.org

CLUB FOR THE FUTURE

Place
Stamp
Here

Your Name

Your Street Address

City, State/Province

Country, Zipcode

TEACHER LESSON PLAN - POSTCARD FROM SPACE

SPACE ENTREPRENEURS

INTRODUCTION

Opportunities for innovation related to the space economy are increasing rapidly. A wide variety of careers related to space are currently available. Many more new and exciting 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.

LEARNING OBJECTIVE

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

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.

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 into space on a New Shepard rocket.
- Tune in to watch the launch event and sign up for the Club to receive updates.

LESSON EXTENSION

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

TYPES OF ADS

- Brochures
- Emails
- Magazine and newspaper ads
- Online advertisements (display, etc.)
- Web sites, and more!

REFLECTION

- Ask students to share their ideas for a business venture in space using their postcard to describe how their idea will help people living and working in space.
- Ask students to partner up with other students that have business ideas related to their own. Have them discuss and share how they could work together.



POSTCARD INSTRUCTIONS

SEND A POSTCARD TO SPACE

The Club for the Future is asking students from around the world to send them postcards answering the question:

WHAT WOULD YOU BUILD IN SPACE, THAT COULD HELP THE EARTH?

Once you have your idea, draw it on a postcard, then mail it to the Club. Then, the Club will put your postcard on one of Blue Origin's New Shepard rockets and launch it to space!

Upon your postcard's return from space, it will be stamped "Flown to Space" then mailed back to you as a special keepsake.

We have already launched thousands of student's ideas to space – now let's send yours! If you have more than one postcard, are a classroom, a school, or organization, you may package multiple postcard in to one large envelope or box to simplify shipping. Club for the Future will happily re-package postcards and return them to sender for distribution.


ADDRESSING YOUR POSTCARD TO SPACE (AND BACK)

01




GRAB A BLANK
4"x6" (10cmX15cm)
POSTCARD

02




DRAW OR WRITE YOUR VISION OF
WHAT YOU WOULD BUILD IN SPACE
THAT COULD HELP EARTH

03



FILL OUT YOUR HOME ADDRESS
AND ADD A STAMP ON THE
BACK SIDE (SO WE CAN SEND
IT BACK TO YOU)


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

05



PUT THE ENVELOPE IN A MAILBOX.
WE'LL SEND IT TO SPACE AND THEN
BACK HOME TO YOU!

SHARE YOUR SPACE MAIL WITH THE
WORLD! TAKE A PHOTO AND POST
IT ON TWITTER, FACEBOOK, OR
INSTAGRAM. #CLUBFORTHEFUTURE

AND DON'T FORGET TO OFFICIALLY
JOIN THE CLUB TO BE ON THE
LOOKOUT FOR THE NEXT ACTIVITY!

WWW.CLUBFORFUTURE.ORG

FOUNDED BY BLUE ORIGIN