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Description automatically generated

Adobe IT Email Series for K-12 Schools and Districts Email Copy

Adobe IT emails for K–12 schools and districts

*The following email copy blocks are designed to be customized and shared with IT and procurement prospects to drive Adobe Creative Cloud school and district licensing opportunities to close.*

# AUDIENCE

IT directors/specialists and procurement professionals at K–12/primary and secondary schools and districts

**EMAIL #1**  
*Call to action: K–12 solution brief:*

*https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/K12\_Solution\_Brief.pdf*

**Subject line:**

Improve student engagement and build key skills with Adobe tools made for schools

**Email copy:**

Put essential creative tools at your students’ fingertips so they can engage more deeply with their learning and build skills for future success. Adobe Creative Cloud brings you 20+ desktop and mobile apps and services at a school-friendly price — just US$5 per license per year.\*

Creative Cloud also comes with a web-based Admin Console that makes it easy for you to deploy and manage your licenses. Plus, the software integrates with your existing education solutions like Google, Microsoft Azure, Microsoft OneNote, Canvas, Clever, Blackboard, Flipgrid, Classlink, and more, so teachers and students can spend less time jumping between apps and more time learning and creating.

[Learn more](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/K12_Solution_Brief.pdf)

Give students access to powerful digital tools at an affordable price — all without IT overhead.

\*US$5 per license per year with minimum purchase of 500 licenses per school site and 2,500 per district.

**EMAIL #2***Call to action: Adobe Education Integrations brief:* [*https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/ado\_edu\_cc\_express\_integrations\_flyer.pdf*](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/ado_edu_cc_express_integrations_flyer.pdf)

**Subject line:**

See how Adobe tools work with your existing edtech

**Email copy:**

Maximize learning and minimize technical hassles now that Adobe Express and Creative Cloud integrate with the edtech apps your teachers and students use every day, including Google, Microsoft OneNote, Canvas, Clever, Blackboard, Flipgrid, and Classlink.   
  
From sharing projects directly to Microsoft Teams to accessing Adobe digital tools directly from Canvas, these integrations are designed to help teachers and students spend more time on lessons and creative projects.

And don’t forget — you can give students and teachers the full set of Creative Cloud apps at the amazing price of just US$5 per license per year.\*

[Learn more](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-5/ado_edu_cc_express_integrations_flyer.pdf)

\*US$5 per license per year with minimum purchase of 500 licenses per school site and 2,500 per district.

**EMAIL #3***Call to action: Adobe Creative Cloud K12 datasheet:*

[*https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-4/k12\_cc\_school\_district\_datasheet.pdf*](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-4/k12_cc_school_district_datasheet.pdf)

**Subject line:**

Let students create anywhere on any device

**Email copy:**

With Adobe Creative Cloud, your students can make infographics for math classes, web pages for field trip journals, videos for lab reports, and so much more. And with named-user licenses, they can create it all on their own computers and devices as well as in their classrooms.  
  
With flexible licensing options, Adobe makes it easy and affordable to bring Creative Cloud to your students anywhere they are. For only US$5 per license per year,\* you can cover your entire school or district.

[Learn more](https://cbconnection.adobe.com/content/dam/cbc-assets/public/en/en-6/Adobe-Creative-Cloud-and-Spark-Integrations.zip)

\*US$5 per license per year with minimum purchase of 500 licenses per school site and 2,500 per district.



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