

**New Customer Recommendation Letter/Email**  
**(For first-time AWE Learning partners)**

Subject:

Recommendation: AWE Learning Workstations for Early Literacy Support

Hi [Name],

I recommend that we move forward with AWE Learning workstations to support youth engagement and early learning in our library.

AWE Learning is already used by over 49% of public libraries nationwide. It provides child-safe, developmental learning games for ages 2–12 and is designed to support common library priorities such as early literacy, language acquisition, and STEM skill-building. The platform will provide strong community value to support after school and summer learning. This is all while requiring minimal staff oversight and offering predictable, fixed costs with long-term value.

Key features that support this recommendation include:

- Child-safe, closed system (no internet access, no ads, no data collection)
- Plug-and-play setup with no logins, accounts, or daily management required
- 250+ award-winning educational games aligned to early literacy and STREAM standards
- Supports multiple age/ability groups (2–12) on a single workstation to meet kids where they are at developmentally
- No subscription required; content remains usable year over year
- Predictable lifespan and long-term partner support, reducing replacement risk
- Usage metrics that can be used for grants and measuring outcomes

This investment is defensible from a budget and compliance standpoint because it minimizes operational risk, avoids recurring subscription costs, won't require any time from staff to operate, and comes from a stable vendor with over 30 years of library partnership experience. It allows us to expand youth services for years without adding complexity or ongoing maintenance demands, while delivering clear public benefit to families and caregivers.

I'm happy to share additional details or peer library examples, and the AWE team can provide a brief demo if helpful. I've also attached a one-page justification document for reference.

Best,  
[Name]