**Dear <Insert Name>**

The digital age is expanding into all areas of our lives, and it is not just those who work in IT that will need to be alert of this change. The UK House of Lords claimed that access to the internet, in the UK, should be considered as important as access to water or electricity. Added to this there is the claim that digital skills are entering all areas of work; medicine, entertainment, communication and retail are all turning into fields where digital skills are a must. However, it is not simply the development of old jobs that make digital skills so important in the modern workplace, but the creation of entirely new jobs. There is a genuine fear of a digital skills gap created by the boom in the digital economy versus the amount of people who are trained to work in it. Specifically, the UK needs 750,000 more people with digital skills to capitalise on jobs that could boost the UK economy by 12 billion pounds.

Empowering yourself with relevant in-demand digital skills is no longer an option, it’s a must. Having academic education alone is not sufficient for your ward to thrive in today’s workforce. Research shows that 60% of graduates have basic digital skills employers might need, BUT when it comes to complex digital skills such as using specialist software only 18% might meet this requirement by employers.

Due to the above facts one can see the need to equip oneself with digital skills in an evolving world. The future success of any kid depends on them becoming digitally literate. This involves developing skills and knowledge that enable them to safely navigate and discern all forms of digital technology. Knowing these IT skills allows students to learn traditional subjects in innovative ways through educational courseware and online resources.

You have been selected as the beneficiary’s family or friend to sponsor their digital skills enhancement experience in the next six weeks of our academy. You are part of a stakeholder investing in the future of Africa, knowing that the right insights will bring endless possibilities.

Please let me know when would be a convenient time to chat.

Best Regards,

**Contact Us**
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