



## Four Years Strong & Counting! Your National Student Outreach Campaign

It's been four years since the launch of the Coalition on Adult Basic Education's national campaign, #MoveAheadWithAdultEd, that has built a commanding presence for adult education providers in communicating the vast benefits of adult education and helping students find their local provider.

Through a Google Ad Grant, COABE has been able to maintain the strict guidelines to keep the \$10K/month award that goes directly to advertising to drive potential students to the [campaign website](#).

If you haven't adopted this campaign for your organization, you are missing a prime opportunity to build your adult education brand and increase enrollments. How do you leverage this seven-time global award winning campaign?

Go to our [Join the Movement web page](#) to access links to download the free toolkit that you can tailor for your local needs, and get on the locator map so that students can find you. Here's what's in the Toolkit.

### Toolkit Overview

The #MoveAheadWithAdultEd campaign toolkit has branded templates with four essential communications tools that will make it easier for you to reach out to adult education learners to boost enrollments and educate them about the power of adult education.

1. **Fact Sheet** – Attract prospective students to adult education with this campaign fact sheet, which you can customize to include details for your school or program. Post the entire fact sheet to your website and screenshot parts of it, such as the Why Adult Education? section, which includes powerful statistics and an infographic, to share on social media.
2. **Press Release** – Share the #MoveAheadWithAdultEd story with your local media, using this news release as a template. Just add location information, and it's ready to distribute.
3. **Web copy** – Share this concise copy with your partners and request that they post it to their websites to show their support for the #MoveAdultWithAdultEd campaign.
4. **Newsletter Template** – Keep in regular contact with adult your current and prospective adult learners by launching a #MoveAheadWithAdultEd newsletter. We've packaged all the files you need to get started in either Constant Contact or Mailchimp, including the html code needed to create a template and a step-by-step how-to instructional guide. Draft copy for the newsletter is included in the html code, and we've also included a PNG file and a link to show how the coded template should look. We also have an assets file with images you may choose from in creating the template. This template is for those practitioners who have basic coding skills or coding support within their organizations, but the content is useful whether you want to put it in a templated format or not.
5. **Bank of Social Media Posts** – Tailor these highly effective social media posts to promote your organization and its offerings to adult learners.