

KnowHow2GO

The On-the-Ground Playbook



Welcome to KnowHow2GO!

We are very excited that you have decided to work with Lumina Foundation for Education, the American Council on Education and the Ad Council to educate students about the steps they need to take to make their college dreams a reality. We've designed this toolkit and enclosed interactive CD to provide you with the resources needed to bring KnowHow2GO to life through your networks and in your communities.



AMERICAN COUNCIL ON EDUCATION

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Why we started this campaign

Young people from all income levels have college aspirations. In fact, eight out of 10 expect to attain a bachelor's degree or higher, according to the U.S. Department of Education. These teens view college as the ticket to personal and professional success. But despite their aspirations, low-income students and those who are the first in their families to pursue postsecondary education are severely underrepresented on college campuses. Studies show that these students realize the benefits of higher education, but often fail to get the help they need to go to college.

In order to turn these young people's college *dreams* into an action-oriented *goal*, we've created KnowHow2GO. This multiyear, multimedia effort will be focused on 8th through 10th graders and the parents, guardians and adult mentors who help influence their decisions. By targeting this group, we will help ensure that students do not let the opportunity to go to college pass them by due to lack of knowledge or preparation.

Did you know...?

- **90 percent of teens have college aspirations, regardless of their income level.**
- **80 percent of teens expect to attain a bachelor's degree or higher.**
- **42 percent of students ages 10-17 are not sure they know how to achieve their goals.**
- **87 percent of students between the ages of 12 and 17 are online.**

Sources: U.S. Department of Education, Alliance for Youth, Pew Internet and American Life Project



Our goal

Our goal is to encourage and prepare more low-income and first-generation students to actively pursue higher education. We want young people in grades 8-10 to be prepared to make smart choices today to help prepare them for college.

The step-by-step approach

We have worked hard to create a campaign that is simple to understand and easy to communicate. With the guidance of a range of experts we have developed four steps that young people should take now to prepare for college. While these steps do not address all the complexities and issues associated with college preparedness, we believe they push students in the right direction and help ensure that they ask needed questions.

The campaign communicates these steps to young people through exciting multi-media formats. Working with creative teams at the Ad Council and our volunteer agency Publicis in New York, we've developed television, radio, outdoor and interactive public service advertising (PSA) that speak directly to our target audience. The PSAs are informative and imaginative tools designed to attract the interest of young people across the country. The PSA campaign is supported by a Web site, KnowHow2GO.org, and a toll-free number, **1-800-433-3243** at the U.S. Department of Education.

The

4

Steps

- 1 *Be a pain—in a good way.***
Find an adult who can help you with the steps to college. Let everyone know you want to go to college. And don't stop until you find the adult who can help.
- 2 *Push yourself and don't stop.***
Colleges require you to take certain classes in high school. Find out which classes and sign up!
- 3 *Find the right fit.***
Think about interests and activities that you enjoy. Explore colleges with programs that suit your interests.
- 4 *Put your hands on some cash.***
There's money out there to help pay for college. Apply for it!

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How you can help

The KnowHow2GO campaign will be national in scope but success requires effective local participation. We're asking you to play a key role in the "ground" campaign by collaborating with education organizations, youth-oriented groups, local colleges and universities, businesses, churches, synagogues, mosques, and others in your networks and communities. By working in partnership with leaders in your area, we can amplify all of our efforts to involve students and caring adults in the campaign. You can also play a critical role in helping to ensure the campaign's PSAs are seen and heard.

We have created numerous resources to help your efforts including national and local Web sites, posters, brochures (available in English and Spanish) and additional collateral materials to appeal to young people.

We cannot overstate the importance of your work and support. We are very excited that you have signed on to join this critical effort.

We've created a toll-free hotline and e-mail to help answer your questions about KnowHow2GO and to ensure you get the tools and resources you need to make it a success.

- Toll Free: **888-716-6382**
- e-mail: **partnerhelp@KnowHow2GO.org**



Campaign Materials & Resources

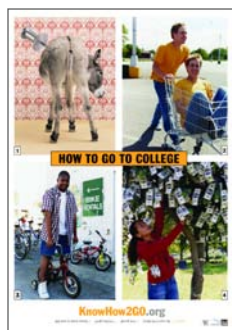
We've created a range of materials and resources to help you implement this campaign in your community.

What's Available:

- **Television Public Service Advertising:** 60, 30 and 15 second television advertisements have been created for national and local distribution in beta format.
- **Radio Public Service Advertising:** We have two versions available on CD ranging from 10 seconds to 60 seconds in length. Additional versions are available for you to customize.
 - *Wanna Go* is available in three lengths: :60, :30, and :15.
 - *Pep Rally* is available in four lengths: :60, :30, :15, and :10.



The *Wanna Go* PSA was recorded by hip-hop artist Fonzworth Bentley, born Derek Watkins and formerly known as Farnsworth Bentley. His debut album will be released in early 2007 under Kanye West's G.O.O.D. Music label. Bentley, who is also a talented fashion designer, first earned acclaim as Sean "Diddy" Combs' umbrella-toting assistant. He graduated from the Fashion Institute of Technology and Morehouse College.



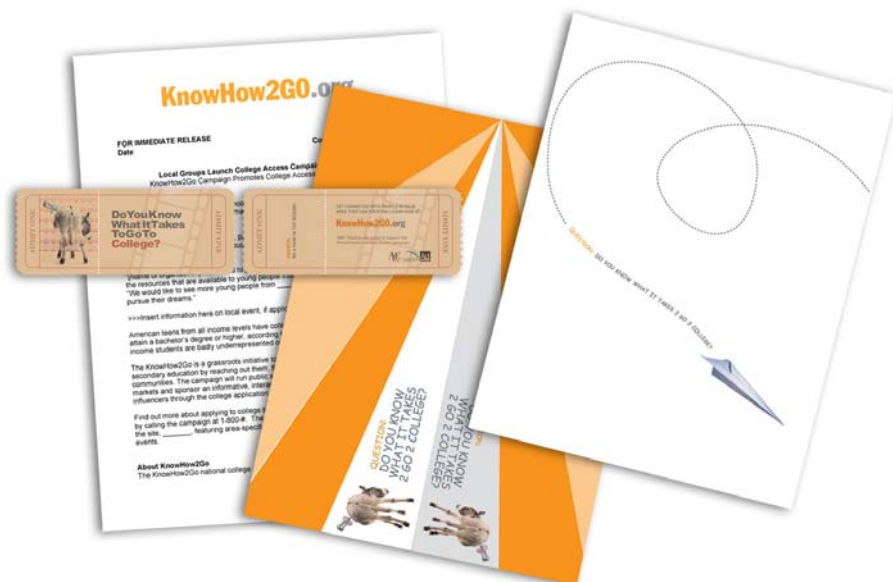
- **Outdoor Advertising:** Three PSAs are available to use on billboards and in malls and bus shelters. These are available in English and Spanish.
 - *Diddy* is available in 30 sheets (123" x 273").
 - *Lost* is available in 8 sheets (60" x 130").
 - *Nada, Zip, Zilch* posters (70" x 48") are available to be used in transportation shelters and malls.
- **Partner Poster:** This poster (23" x 33") includes space for local organizations to use to promote their own events and activities. A similar version is also being supplied directly to schools across the country.
- **Print Advertisements:** Available in several different sizes, these print ads can be placed in a variety of publications.

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- **KnowHow2GO.org:** A national web site has been created to support the KnowHow2GO campaign. The Web site provides information for students, influencers and affiliate organizations. It will provide visitors with links to local resources in their community.
- **Campaign Brochures:** In cooperation with the U.S. Department of Education, we've created KnowHow2GO brochures (available in English and Spanish). These can be distributed to local community groups and schools.
- **Template Documents:** These include sample press releases, letters and graphic materials designed for you to use to promote events. These are all available in this toolkit and on the Affiliates Section of the KnowHow2GO Web site.
- **National 1-800 Number:** The U.S. Department of Education is training its operators at 1-800-433-3243 on the KnowHow2GO campaign. They will be trained to answer questions and provide callers with additional campaign information. This toll-free number is intended to help people without regular Web access take part in the campaign.
- **How-To Guides:** To help support local outreach efforts we've created a series of concise how-to guides that include guidance on planning a local event, engaging young people, leveraging the business community and other topics.



Key Messages

Speaking to young people . . .

As already described, our campaign's primary messages are the four steps young people need to take now to achieve their college dreams.

1



Be a pain.

Students should tell parents, teachers, counselors, coaches, and clergy that they want to go to college and shouldn't stop until they find an adult who can help them.

Find the right fit.

There are more than 4,000 two- and four-year colleges and universities in the country. We want students to know they have an extraordinary range of options. It's important for them to find an institution that matches their career interests and reflects their goals and personality.

- Start thinking about your future and career possibilities.
- Explore different occupations that match your interests.
- Review your academic strengths and weaknesses. Talk with friends and family about careers and possible college choices.
- Visit a local college campus to help you get a feel for college and keep you excited about going.

3



2



Push yourself.

Colleges require students to take certain classes in high school, and students need to find out what classes they need to meet entrance requirements. Some of those classes will challenge students and that's good. Colleges look for students who've taken classes that challenged them in high school.

- Get off to a good start! Study hard, turn in all assignments, and do your best to earn good grades.
- Sign up for pre-algebra, if at all possible.
- Take the right courses. Ask your guidance counselor about them.
- Read, read, read!

Put your hands on some cash.

Students need to know that there is money available to them to help pay for their college education including grants, scholarships, institutional aid, and loans. Students should know that filling out the Free Application for Federal Student Aid (FAFSA) is the first step to getting aid.

- Attend, with your parent or guardian, any financial planning or "how to afford college" programs offered at your school, church or in the community.

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Talking to advocates and supporters . . .

Following are key messages to use when discussing the campaign with regional, state and local partners and supporters, as well as with the media. Each message is supported by additional talking points. You should work to customize and integrate these points into all of your communications efforts.

- KnowHow2GO is a national effort designed by Lumina Foundation for Education, the American Council on Education and the Ad Council. It is supported by a range of local on-the-ground partners across the country. The on-the-ground network is what truly makes this a unique initiative.

This campaign will inspire students to seek help and information. The ultimate success of this campaign will occur at the local level when motivated students become engaged with helpful organizations and caring adults. To help students connect with local resources the national Web site, KnowHow2GO.org, will refer students to local and state organizations that can provide additional information and hands on assistance.

- We created the KnowHow2GO campaign to encourage low-income students and those who will be the first in their family to attend college to prepare for college in a way that is both fun and educational.

In order to capture the attention of today's increasingly tech-savvy teens, a college access campaign must be entertaining, informative and as personalized as possible. KnowHow2GO's clever multimedia PSAs and interactive Web site will prove effective in reaching young people and educating them about the steps they need to take to prepare for college.

•••• This campaign is designed to empower young people to take action in making their college dreams a reality.

Nine out of 10 young people have college aspirations regardless of their income level. Still, low-income students and those who will be the first in their family to attend college are severely underrepresented on college campuses. Low-income and first-generation students are less likely to understand the steps they need to take to get to college and the overall complexity of the college application process. They often have difficulty getting answers to their questions about college. Unfortunately, some young people are even given the discouraging message that they aren't "college material." This campaign speaks to them in a practical way that makes it easy for them to get the help they need.

•••• We worked with experts to break the college admission process into four simple steps that young people can easily understand and implement: 1) Be a pain 2) Push yourself 3) Find the right fit and 4) Get your hands on some money.

Our campaign is designed to speak to young people in their own language and through communication channels they trust. We believe the four steps provide a road map that young people and caring adults can use to chart a course to college.

•••• Our campaign is primarily targeted at students, but they can't easily achieve their college dreams alone. Step One is critical in our campaign – it tells young people to seek the guidance and support of parents and adult role models.

Parents, guardians, and caring adult mentors are more apt than students to understand what it takes to prepare for college—from signing up for the right classes to exploring interests. Our campaign tells students that they can take the first step toward higher education by asking a parent or adult role model for support. There is a ground network of local organizations in place across the nation to help ensure that caring adults are available to help interested students.



Getting Started – Four Simple Steps

This campaign is designed to communicate to young people the four steps they need to take to realize their college dreams. In this spirit, we are asking you to take four simple steps to activate the campaign in your own area.

Learn the basics

The Web site for the campaign, [KnowHow2GO.org](http://www.knowhow2go.org), contains a wealth of information. You will be able to watch the PSAs, learn about events and happenings and customize collateral materials for your own communities.

To help you quickly and easily get the information you need, we have created a special Affiliates Section of the Web site. This section is designed specifically for local partners involved in spreading the word about this effort. Here is what you'll be able to do on the Web site:

- Learn about the campaign and familiarize yourself with its goals and messages
- View radio and TV PSAs
- Download print PSAs and campaign posters
- Obtain customizable materials such as press releases and media advisories
- Get information on ordering campaign supplies and materials
- Link to outside resources including campaign partners
- Sign-up for campaign updates
- Get copies of specific how-to guides to support your local effort





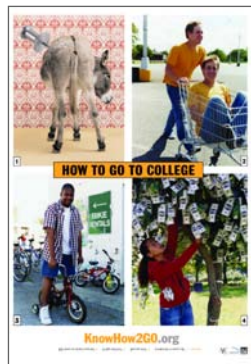
Get materials

Below is information on how to obtain campaign materials free of charge. Remember that many materials are also available online in the Affiliate Section at KnowHow2GO.org and on the CD enclosed with this toolkit.

TV PSA



POSTER



TV, Radio, Outdoor, Print and Poster PSAs:

Creative materials produced by the Ad Council including TV, radio, outdoor PSAs, web banners and posters can be obtained free of charge by calling the Ad Council's fulfillment center, Hartford Direct, at 1-800-933-PSAS (7727) or by visiting psacentral.adcouncil.org.

Campaign Brochures: Brochures are available free of charge by contacting the U.S. Department of Education at www.edpubs.org/webstore/Content/search.asp

Postcards, Flyers and Other Creative Materials:

These materials are available for download on the Web site and are included on the enclosed CD. You can contact the help line at 1-888-716-6382 or partnerhelp@KnowHow2GO.org for help in customizing these materials.

Template Communications Documents: These include a sample press release, a template op-ed, and outreach letters designed for you to use to promote the campaign in your community. These are all available in this toolkit, on the enclosed CD and on the Affiliates Section of the KnowHow2GO Web site.



TEMPLATE COMMUNICATIONS DOCUMENTS AND OTHER CAMPAIGN MATERIALS

Connect with experts

There are many local groups across the country working to implement this campaign, and it is critical that we create consistent communication channels to keep everyone informed and involved as the campaign progresses.

The Affiliates Section of the Web site will provide partner organizations with the latest information, resources and material. We have also retained Powell Tate | Weber Shandwick, a national strategic communication firm, to run the ground campaign. They have created a **toll-free 800 line, 1-888-716-6382** and **e-mail address, partnerhelp@KnowHow2GO.org**, that you can use to get real-time help from their on-staff experts.

You should contact Powell Tate | Weber Shandwick to:

- Learn more about campaign goals and objectives
- Get help obtaining campaign materials
- Find out about other organizations helping with the campaign effort
- Ask questions about planning campaign events and activities
- Find information on training seminars and best practices conferences
- Get the latest campaign facts and figures



Stay in the loop

We've made it simple for you to keep up to speed on the latest KnowHow2GO events and activities.

- Be on the lookout for monthly e-mails that will contain information and ideas to keep the campaign moving forward. Sign-up for the e-mails in the Affiliates Section of the Web site www.knowhow2go.org/affiliates
- Check the Web site for toolkit updates. As the campaign continues we will update templates and add additional resources to assist you
- Share ideas and track your success through webinars. Check the Web site for details and information
- Take part in the best practices conference, which will give you the opportunity to meet representatives from other organizations who are facing similar challenges, and learn what works and what doesn't
- Feel free to contribute ideas, suggestions or concerns that could improve the campaign by contacting Powell Tate | Weber Shandwick through the partner support line, 1-888-716-6382, or partnershiphelp@KnowHow2GO.com



Checklist for Getting Started

- **Sign up at KnowHow2GO.org to receive the latest campaign updates at www.knowhow2go.org/affiliates**
- **Contact the helpline at 1-888-716-6382 or partnerhelp@KnowHow2GO.org to get your questions about the campaign answered**
- **Determine what materials will work best in your market and place your order**
- **Check out the how-to guides to learn more about the resources available to support your local activities**
- **Remember to check the Web site for additional updates on new activities!**



How-To Guides

Once you get started, you'll need the tools to implement the campaign in your local market and through your networks. We know that organizations have different resources and experience levels, so we have developed a series of "how-to guides" to provide you with additional assistance on rolling out the campaign. These guides cover a range of topics. As the campaign progresses we will be adding new topic areas and highlighting best practices.

Remember you can always call the toll-free number [1-888-716-6382](tel:1-888-716-6382) or e-mail partnerhelp@KnowHow2GO.org to ask questions and find out more information.



How-To Guides

We have created how-to guides to help you implement KnowHow2GO. These guides include many template documents that you can use to customize materials for your communities. They also include instructions and ideas for making use of the creative materials (posters, brochures, flyers and other items) included in this kit and available on the Affiliates Section of the Web site.

- #1 *Hitting the Airwaves: Persuading Media to Use KnowHow2GO Public Service Announcements (PSAs)*
 - Template letter to local community service directors
- #2 *Making a Strong First Impression: Launching the Campaign Locally*
- #3 *Building Your Network: Recruiting Non-profit and Education Partners*
 - Template newsletter article
- #4 *Leveraging Assets: Engaging the Business Community*
 - Template outreach letter to local businesses
 - Template op-ed
- #5 *Gaining "Official" Support: Working with Government Leaders*
 - Template letter to government officials
 - Template fact sheet on the campaign
- #6 *Talking to Young People: Creatively Engaging Students*
- #7 *Online Possibilities: Leveraging Web-based Resources*
 - Template campaign description and information on Web links
- #8 *The Media Bullhorn: Reaching Out to the Media*
 - Template press release

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***For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org***

#1 *Hitting the Airwaves: Persuading Media to Use KnowHow2GO PSAs*

In coordination with the Ad Council, KnowHow2GO has created public service advertising for television, radio, billboards, bus shelters and schools. The advertising is designed to inspire students and their influencers to take action, with the primary goal of driving traffic to the KnowHow2GO.org Web site for more information on the steps necessary to go to college.

The following PSAs are available for viewing at KnowHow2GO.org:

- TV: 15-, 30-, and 60- second “Paper Airplane” spots
- Radio:
 - 10-, 15-, 30-, and 60- second “Pep Rally” spots
 - 30- and 60- second “Wanna Go” spots
- “Lost” and “Diddly squat” billboard ads
- “Nada, Zip, Zilch” bus shelter and mall signs
- Posters for schools and partner use
- Print ads targeting adult influencers

Spanish Language Versions: The TV and Pep Rally radio spots are available in Spanish. Please check the Affiliates Section of the Web site for more information on Spanish language materials.

PSA Customization: KnowHow2GO gives you the option to localize TV and radio PSAs. Localizing the PSA allows you to add your organization’s name and logo to the “tag” of the PSA. The tag is the identification at the end of the PSA that states who is responsible for the creation of the PSA. Currently, the TV advertisement includes logos for the major sponsoring groups, and the radio PSA tags say, “Brought to you by the Ad Council, the American Council on Education and Lumina Foundation for Education.” By localizing the PSAs, you are providing viewers/listeners with a local point of contact to learn more about KnowHow2GO. There are specific rules for localizing the PSA. If you are interested in learning how to localize the PSAs, please contact the campaign support line at 1-888-716-6382.

Special Note: All PSA placements must be donated to the KnowHow2GO campaign. It is NOT acceptable to pay a local TV station, radio station or print media outlet to run the PSAs in your community – even at a discounted, non-profit advertising rate. If you have any questions about the donated-only PSA policy, please call the campaign support line at 1-888-716-6382.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

Promoting the TV and Radio PSAs in Your Market

TV and radio stations are frequently asked to donate air time for PSAs. While the Ad Council will disseminate the PSAs to community relations directors at more than 1,800 stations across the country, community leaders like you can play an instrumental role in ensuring the PSAs get the airtime they deserve. TV and radio stations will be more likely to run the KnowHow2GO PSAs if they see there is strong local support behind the campaign. The following steps outline how you can help make sure the KnowHow2GO PSAs are seen and heard in your community.

1. *Identify local television and radio stations that reach your key audiences.* Consider which stations appeal both to students and their influencers to target your outreach efforts.
2. *Locate contact information for the community relations directors at each station.* Community relations directors make decisions about which PSAs to use. Visit each media outlet's Web site to identify the community relations director and contact information. If the information is not listed on the Web site, call the station to ask for the name of the proper contact.
3. *Assign outreach responsibilities.* Ask supporters and allies to reach out to TV and radio stations where they may already have personal contacts. If you or a colleague has a contact with a particular reporter at the station, let the reporter know you are requesting that their station run the PSA. They may be able to work with the community relations director to find air time for the PSA.
4. *Draft and send a tailored pitch letter to each station.* A template letter is included below. If you are working with multiple partners at the local level, consider having several partner organizations jointly sign and send the letter to the stations to show that the campaign has wide local support.
5. *Follow up with community relations directors by phone.* Explain the importance of the campaign to your local community and request that they run the PSAs. See the fact sheet in How-To Guide #5 – *Gaining "Official" Support* for simple facts about the campaign.
6. *Ensure stations have a copy of the PSA.* All the stations in your area should have received a PSA kit directly from the Ad Council. If the station you are working with doesn't have a copy, you should call the campaign support line at 1-888-716-6382 and we will get one sent to you for delivery to the station.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

Requesting Billboard and Bus Shelter PSA Donation

Billboards and bus shelters are excellent locations for spreading the KnowHow2GO message, as teens and their influencers are likely to see KnowHow2GO information on their way to school and work.

To secure donated space to run the print PSAs, contact each of the organizations responsible for this type of advertising – local outdoor advertising agencies, transportation authorities and businesses with appropriate space. The key contact at each organization may be different. Do not hesitate to call to locate the appropriate contact with whom to discuss donation of space for PSAs.

Once you locate the right person, follow the same steps as those for reaching out to TV and radio stations. Billboard and bus shelter posters are available by calling the Ad Council at 1-800-933-PSAS (7727). The Ad Council will ship the billboard or transportation shelter posters directly to the company.

Utilizing Posters for Schools and Partners

The Affiliates Section of the Web site and the enclosed toolkit include the posters designed for schools and partners. The Ad Council will deliver posters directly to schools in your area. The partner poster – which includes blank space at the bottom for local customization – is available free of charge by contacting the Ad Council fulfillment Center at 1-800-933-PSAS (7727) or at psacentral.adcouncil.org.

The partner poster can be displayed in youth and community centers, religious organizations, local businesses, government offices and other high-traffic areas. You may use the blank space at the bottom to write in information about your own local events or activities. You are encouraged to distribute these posters throughout your network.

Print Advertisements

Print advertisements are available in several sizes on the Affiliates Section of KnowHow2GO.org. These can be run in donated space in local publications, including organizational newsletters, bulletins of religious organizations, community newspapers and other outlets. Follow the same steps as those for radio and television distribution to help get these important advertisements placed.

Be Creative with PSA Distribution

In addition to traditional media outlets, consider other ways to get the PSAs aired or posted. These outlets may include:

- *School-based television and radio stations.* Many schools now host their own radio and TV stations – don't miss an opportunity to tap directly into the target audience.
- *Scoreboards at high school and middle school sporting events.* Scoreboards at school sporting events are increasingly high-tech. If a school in your area has the capability to run a TV ad, ask!
- *TV and radio stations run by local and county level government.* Governments often run their own TV and radio stations that play both on local cable and within government offices throughout the day. Ask about getting a PSA into the rotation.
- *TV monitors at grocery store registers and gas station pumps.* Many businesses are now running ads and entertainment for patrons waiting in line. If this is popular in your local community, ask the store manager how to include PSAs in their line up.

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Template PSA Pitch Letter

Dear:

Statistics show that America's young people are committed to pursuing a post-secondary education, regardless of their income level. In 2002, 80 percent of students reported that they planned to earn a bachelor's degree or higher after high school. However, many of these students do not know the basic steps necessary to go to college. The American Council on Education, Lumina Foundation for Education and the Ad Council, launched the KnowHow2GO campaign in January 2007 to educate students – primarily low-income and those who are the first in their families to pursue higher education – on the steps they need to take to prepare for college.

The KnowHow2GO campaign targets students in grades 8 through 10, providing important information on preparing for college. The campaign is a grassroots initiative that consists of a network of national, local and state partners. These partners include educational organizations and institutions, youth-serving organizations, local schools, elected officials, places of worship and the business community. In (name of state), partners such as (name partners) are working with the campaign.

KnowHow2GO seeks to reach young people in their own language and through trusted mediums. In addition to an interactive, student-focused Web site, KnowHow2GO.org, and print materials available in both English and Spanish, the campaign has created a series of public service advertisements (PSAs) for TV, radio and outdoor use. To support the important message of this campaign, we are seeking donated media space for these PSAs.

(Station or business name) has a history of supporting initiatives that benefit young people and the larger community. In this spirit, we would like for you to include our PSA in your rotation. We will be in touch shortly to discuss the campaign in more detail. In the meantime, you can view the PSAs at KnowHow2GO.org. If you have additional questions about KnowHow2GO, please contact (name of contact) at (phone) or (email).

Sincerely,

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

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#2 Making a Strong First Impression: Launching the Campaign Locally

“Launching” the KnowHow2GO campaign in your state and/or local community refers to selecting a specific point in time to publicly announce your plans for implementing the initiative over the coming years.

Ideas for a state and/or local launch are detailed below, but here is a quick tip list to guide your planning.

Tips for Successful Planning

- Recruit a small group of partners to brainstorm creative launch activities that will interest your target audience and generate media coverage.
- Invite students from area middle and high schools to be on a launch planning committee. Solicit their input on what will attract their peers to the campaign and how to sustain their interest.
- Determine a launch budget for materials, audio visual equipment and related expenses. Seek support from local sponsors to help underwrite the cost of launch activities.
- Identify and secure a central location, such as a school, library or town hall, and issue invitations for the launch. Look at current programming and activities to see if you can build from an existing event.
- Identify and recruit official spokespeople to promote the program.
- Confirm the participation of local partner organizations and sponsors.
- Order a sufficient supply of KnowHow2GO materials for distribution by contacting the campaign support line.
- Develop a media plan and press materials to promote your event. See How-To Guide #8 – *The Media Bullhorn* for tips and strategies to drive media coverage.
- Prepare your staff to respond to an increase in call volume or inquiries.

Potential Ideas for Local Launch

While you likely have many ideas on what your local event may look like, we've developed a short list of activities designed to make a splash and capture the attention of young people, their parents or guardians, and the local media.

Consider planning the following:

- *A press conference at a local school or city hall with 8th, 9th, and 10th grade students.* Preview the PSAs and issue a challenge to young people to take the four key steps to plan for college as outlined by the campaign.
- *A rally or concert at a local school, place of worship or recreational facility.* Invite area celebrities such as local artists, radio and television personalities, or athletes to promote the campaign and underscore the value of taking action to plan for college.
- *A KnowHow2GO to College Day at a middle school or high school.* Display interactive exhibits about planning for college, and recruit admissions and financial aid counselors from local colleges and universities to be on hand.
- *A KnowHow2GO sporting event at a middle or high school.* Require special campaign tickets for admission and distribute campaign materials. The creative elements section of the toolkit and CD include a sample ticket that could support this type of event. You can also call the campaign support line to find out information on customizing creative materials for your event.
- *A guerrilla marketing campaign.* Have students pass out campaign materials at high-traffic areas frequented by young people, such as malls and movie theatres. The creative elements section of the toolkit has several examples of materials that can be distributed to promote the campaign.

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Making Your Announcement Viral

To complement your launch activities and outreach efforts, promote the campaign via an HTML e-mail to existing and potential supporters, such as non-profits, associations, government offices, religious institutions and local businesses. This e-mail is a good way to virally spread the word about the campaign.

An HTML e-mail is available for download in the Affiliate Section of the KnowHow2GO Web site. The HTML e-mail provides information on the campaign and encourages prospective partners to get involved and to spread the word about the four steps young people can take to prepare to go to college. It also contains a preview of the PSAs.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

#3 Building Your Network: Recruiting Non-profit and Education Partners

Identifying and Engaging Partners

The success of KnowHow2GO will be closely tied to each partner's ability to build a cohesive network of organizations to implement and support the development of the campaign. With a network of organizations promoting KnowHow2GO, students and their influencers will be surrounded by the campaign's message at school, work and play.

Capitalize on each partner organization's reach and influence to ensure that campaign PSAs run locally and that students and their influencers are aware of the campaign and how to access campaign information.

Your current allies and partners are likely to be well positioned to quickly spread the word about the campaign. Begin expanding your network by reaching out to non-profit and education allies that work directly with students and their influencers:

- Local schools and school districts
- Local colleges and universities
- State and local government agencies serving youth
- Teachers' associations
- Mentoring organizations
- Parent organizations
- Youth-serving organizations

Next, consider the wide range of organizations that influence students and play a critical role in the lives of families in your community. Bringing these organizations on board as partners will strengthen the campaign's reach:

- Coaches' associations
- Community sports leagues
- Places of worship and associations of religious leaders
- Professional associations, such as Chambers of Commerce or the Rotary Club
- Local business serving students and families. See How-To Guide #4 – *Leveraging Assets: Engaging the Business Community.*

You most likely have relationships with many of these organizations or have worked with them in the past. Below are some refresher tips for reaching out to potential partners about the campaign:

1. *Research organizations that you don't know well.* It is vital to determine where there is overlap between their mission and the campaign's goals.
2. *Initiate contact by sending a personal letter and information package about the campaign.* Be sure to explain why they should be involved.
3. *Schedule a meeting or a series of meetings with potential partners.* It is important to discuss the campaign in detail and determine levels of interest.
4. *Ask for organizations to "officially" join the campaign.* Have organizations register for the campaign at KnowHow2GO.org. Also ask them to complete a form with their contact information and list the elements of the campaign they are interested in working on within the community. It is important to clearly define the strength and skills of each partner and the role each will have in the campaign, whether large or small.
5. *Consider forming an advisory committee.* Some potential partners will be very enthusiastic and want to take a lead role in campaign implementation. Harness their energy and enthusiasm by delegating distinct responsibilities to organizations ideally situated to lead components of the campaign.

Maintaining Communications

Once organizations have signed on and identified how they will support the campaign, it will be necessary for you to maintain regular contact with each group. This will help you to mobilize the network as needed. Maintain contact with partners by doing the following:

- Encourage all participating organizations to sign up on the Affiliates Section of KnowHow2GO.org to ensure they receive regular updates about the campaign and best practices.
- Maintain regular contact with your partner network by e-mail and phone to share information about local campaign activities.
- Host quarterly meetings to keep partners abreast of campaign developments and share ideas for growing KnowHow2GO.

For more information about the KnowHow2GO campaign, call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org

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Spreading the Word

One of the simplest things you can do to engage partners is to ask them to run a newsletter article about the campaign in their publications and on their Web site. A sample newsletter article follows. You can also ask partners to link to the KnowHow2GO Web site. See How-To Guide #7 – *Online Possibilities* for specific information on how to provide partners with links to the KnowHow2GO Web site.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

Template Newsletter Article

KnowHow2GO Comes to (insert community name)

In order to continue guiding local kids on the path to higher education, (insert organization name) recently joined the national KnowHow2GO campaign. The campaign, which launched in January 2007, is sponsored by the Ad Council, the American Council on Education and Lumina Foundation for Education, to fulfill the college dreams of low-income students as well as those who are the first in their family to attend college.

U.S. Department of Education studies show that 8 out of 10 students expect to earn a bachelor's degree or higher – but few students understand the steps it takes to be fully prepared to go to college. This helps to explain why low-income students are badly underrepresented on college campuses. In response, KnowHow2GO took the extensive to-do list for planning for college and created four simple steps that students can follow with the help of adult mentors.

The four steps are:

1. *Be a pain – in a good way.* Find an adult who can help you with the steps to college. Let everyone know you want to go to college. And don't stop until you find the adult who can help.
2. *Push yourself.* Colleges require you to take certain classes in high school. Find out which classes and sign up!
3. *Find the right fit.* Think about interests and activities that you enjoy. Explore colleges with programs that suit your interests.
4. *Get your hands on some \$\$\$.* There's money out there to help pay for college. Apply for it!

The KnowHow2GO campaign includes national public service advertising on television and radio, on billboards and in malls and schools. You can see the new advertising and learn more about the campaign at KnowHow2GO.org. On the local level (insert organization name) is working with local youth to (insert information on local activities).

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#4 Leveraging Assets: Engaging the Business Community

Recruiting businesses and corporations to participate in the campaign is critical to extending its reach. Most employers will understand the benefits of the campaign immediately – the more students in their area who successfully complete post-secondary education, the stronger the pool of potential employees will be for businesses in the coming years. Most businesses are continually looking for ways to support community initiatives that will lead to a stronger workforce. KnowHow2GO is a campaign that business leaders will naturally be inclined to support if it is presented in a straightforward, thoughtful way.

Targeting your outreach efforts to the business community is important. Consider reaching out to the following types of organizations about the campaign:

- *Businesses frequented by students and their influencers.* Where do families in your community spend their time? Think about asking for support from owners of local restaurants, grocery stores, shopping malls, arcades, movie theaters, salons, barber shops and gyms.
- *State-level business executive associations.* Training the future generation of the workforce is important to all business leaders. Members of statewide business associations may be interested in promoting the campaign and garnering support from leaders that non-profit and education allies may not have easy access to.
- *State and regional small business associations.* Small business owners may not have as much money to donate to a cause or as broad of a reach as large corporations, but they care deeply about the customers in their community. Small business owners across the state can provide a critical point of access to students and their influencers.
- *State and local chambers of commerce.* Chambers of Commerce are recognized leaders of the business community. Their support of KnowHow2GO will likely encourage many businesses to take action in supporting the campaign.
- *Leading statewide and local employers.* Corporations that have grown as a result of a strong local workforce are likely to support a campaign designed to help build an even better workforce for the future. Ask leading employers and corporations to take an active role in KnowHow2GO.

Once you decide who to reach out to, consider how best to engage a business leader or corporation. A few suggestions for how businesses can be involved in the campaign include:

Basic

- Hang campaign posters in their place of business or distribute campaign materials.
- Post a link to the KnowHow2GO campaign on their company Web site.
- Donate gifts and/or prizes for students participating in KnowHow2GO activities.
- Share information about the campaign with colleagues and employees.
- Donate ad space for the campaign, e.g., ask a local grocery store to place the KnowHow2GO logo and Web site on their grocery bags or receipts.
- Mail information about the campaign to customers.

Advanced

- Actively participate in the campaign steering committee.
- Help recruit additional business leaders to support the campaign.
- Speak about the campaign and its importance to the economic health and vitality of the community at meetings and conferences with other business leaders.
- Financially support a component of the campaign to raise further awareness, e.g., provide funding for KnowHow2GO t-shirts for local students who are actively taking the steps to prepare for college.
- Write an op-ed for a local newspaper in support of the campaign. (A template op-ed follows.)
- Serve as a regular media spokesperson for the campaign.
- Adopt a local school and mentor students. Become a guiding adult.

Tips for Reaching Out to the Business Community

While you may have worked with the business community before, here are some refresher tips on how to build strong partnerships:

- *Demonstrate an understanding of each business and their customers to prove that you aren't simply looking for a handout.* Businesses are approached every day to support local events and activities. Articulate why supporting this campaign is important to them as a business in addition to being the "right thing" to do.
- *Think big and think small.* Giving business leaders a range of participatory options lets individuals and organizations decide at what level they are comfortable supporting the campaign.

- *Present win-win strategies.* Make it easy for a business to say yes to supporting the campaign by presenting them with strategies that are a good fit for their business. For example, rather than asking the local bowling alley owner to write an op-ed for the paper, ask him to donate free games as a prize for a local student event. This will increase traffic to the business and demonstrate the bowling alley's support of local students.
- *Cast a wide net in searching for business support.* While the local pizza parlor owner may be a great supporter of the campaign, asking repeatedly for donations and free ad space will wear thin. You can rotate "asks" if you cast a wide enough net.
- *Graciously recognize business support.* Be sure to publicly thank business supporters at events, on your Web site and in the media. This demonstrates your commitment to their partnership and provides them with the free advertising that makes their contributions a good business decision.

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Template Business Outreach Letter

Dear:

We know that young people everywhere have big dreams for the future, and children here in (insert name of city or state) are no different. In 2002, 80 percent of students reported they planned to earn a bachelor's degree or higher after high school. However, many of these students don't know the basic steps necessary to prepare for college. To help students in our community learn about the steps they need to take to go to college, (insert name of organization) has joined the KnowHow2GO campaign.

The KnowHow2GO campaign targets students in grades 8 through 10, providing important information on preparing for college. The campaign is a grassroots initiative that consists of a network of national, local and state partners. These partners include educational organizations and institutions, youth-serving organizations, local schools, elected officials, religious organizations and the business community.

KnowHow2GO seeks to reach young people in their own language and through trusted mediums. In addition to an interactive, student-focused Web site and print materials available in both English and Spanish, the campaign has created a series of public service advertisements for TV, radio and outdoor spaces.

As a prominent and trusted member of our local business community, I am reaching out to request your support of the KnowHow2GO campaign. There are a number of ways that you could lend your support to the campaign: hanging campaign posters in your store; participating in our local campaign steering committee; sharing information about the campaign with your customers; linking to our Web site from yours; or donating prizes to local events for students as they learn the basic steps necessary to go to college. I am happy to explore with you options for supporting the campaign that would work best for your business.

I understand you are frequently asked to support community campaigns. I hope you will consider supporting KnowHow2GO. By ensuring local students know the steps necessary to get to college, we are ensuring a brighter future for young people and our community.

If you are interested in discussing the campaign, please contact me by phone or e-mail at (phone) or (e-mail). I will follow up with you shortly. To learn more about the campaign, please visit KnowHow2GO.org.

Sincerely,

***For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org***

Sample Op-ed Template

(Note to adaptors of this op-ed template: Please feel free to open with the statistics contained in these first two paragraphs; however please put them – and everything else – into your own words. The entire report referenced below can be found at this link: http://www.conference-board.org/pdf_free/BED-06-Workforce.pdf)

Anyone who still thinks a high school diploma will spell job success in the 21st century better think again. A report published in October 2006 makes it clear that a two- or four-year college degree is, increasingly, the minimum requirement.

The report “*Are They Really Ready to Work?*” is based on a spring 2006 survey of more than 400 human resource executives across corporate America. It was issued jointly by The Society for Human Resource Management; The Partnership for 21st Century Skills; Corporate Voices for Working Families; and The Conference Board, a research group that helps businesses strengthen their performance and better serve society.

In sharp contrast with the roughly half or more of respondents who expect to ramp up their hiring of two-year or four-year college graduates over the next five years (49.5 and 58.8 percent, respectively), more than a quarter (27.7 percent) actually plan to reduce the number of hires who have only a high school diploma. The report cites another sobering statistic – 85 percent of U.S. jobs created between 2000 and 2015 will require education beyond high school (from *The Jobs Revolution: Changing How America Works*, written in 2005 by former Assistant Secretary of Labor Roberts Jones, former U.S. Congressman Steve Gunderson, and noted education researcher and consultant Kathryn Scanland).

It's no wonder, then, that 80 percent of today's teens expect to attain at least a bachelor's degree or that – regardless of their income level – 90 percent aspire to a college education, according to the U.S. Department of Education. Unfortunately, 42 percent of students between the ages of 10 and 17 are not sure they know how to achieve their goals, which helps explain why low-income students and those who are the first in their families to pursue post-secondary education are severely underrepresented on college campuses.

Encouraging and preparing more deserving students to pursue higher education is critical to the future of our community and our country.

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AMERICAN COUNCIL ON EDUCATION

Last year, in (insert city/town), for example, *(insert local stats here: how many kids graduated from HS last year, how many went to college, other local college stats, how many recent HS grads are employed in the local economy, any figures on unemployment of recent HS grads, etc.)*.

That's why I'm so excited about a new program, KnowHow2GO, that teaches students in the 8th through 10th grades to make smart choices today that will help them prepare for college tomorrow. Developed by the American Council on Education, Lumina Foundation for Education and the Ad Council, the KnowHow2GO campaign is designed to be easy to communicate and simple to understand, and its Web site is a treasure trove of useful tools for both teens and the adults who want to help them succeed.

Although KnowHow2GO is a national program, its effectiveness depends on collaborations with local organizations, such as youth-oriented groups, places of worship, colleges and universities, and, of course, businesses. I urge my fellow business leaders in (insert city/town) to join me in supporting this campaign and helping to build a workforce – and a community – for the future.

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call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org***

#5 Gaining “Official” Support: Working with Government Leaders

Approaching Elected Officials

Elected officials are regarded as trusted sources in communities and can be great resources for spreading the word about the campaign. Elected officials also can be tapped for media opportunities and to sponsor and support local events. As part of your partner recruitment efforts, approach local, state and federal government leaders to lend a hand with the campaign:

- *Local:* Mayors, city or county council members, superintendent of schools, school boards
- *State:* Governor, Secretary of Education, state education officials, state delegates and senators
- *Federal:* Members of the U.S. House of Representatives and U.S. Senate

Prior to reaching out to an elected official, do research to determine his or her position on higher education issues and to identify the education and/or community relations staffer. After doing your research, send an introductory note to the elected official’s office with information on the campaign and a request for a meeting. A template letter is included in this section of the toolkit. Be sure to follow-up on your note with a phone call.

Bring campaign materials to the meeting, such as posters, brochures, a list of current partners and other information that can be helpful in providing the elected official and his or her staff with a complete picture of the effort. The customizable fact sheet included at the end of this guide can be used to educate elected officials about the campaign.

Getting Elected Officials Involved

Once officials in your community sign on to the campaign, there are a number of creative ways to get them engaged in “on the ground” efforts. Elected officials can support your existing program by:

- Distributing KnowHow2GO materials at their offices.
- Including an article about KnowHow2GO in their electronic newsletter to constituents.
- Linking their Web sites to the KnowHow2GO site.

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- Making appearances and speaking at KnowHow2GO events in support of the campaign.
- Serving as a KnowHow2GO spokesperson for print, broadcast and radio opportunities.
- Submitting an op-ed endorsing the campaign to a daily or local community paper.
- Hosting a town hall meeting on education that highlights KnowHow2GO.
- Sponsoring a resolution or proclamation designating a month of the year as KnowHow2GO Month and participating in activities supporting the designation.
- Co-sponsoring a college day at a local school with KnowHow2GO, local universities, education organizations and youth-based groups.

Elected officials can play an important role in endorsing and promoting the campaign. It will be important to coordinate with government leaders to determine the best way to maximize their support.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

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Template Letter to Government Official

Dear:

I am writing to request a meeting with you or a member of your staff to obtain your support for the KnowHow2GO campaign. (insert local organization) joined with the American Council on Education, Lumina Foundation for Education and the Ad Council to launch the KnowHow2GO campaign in (insert local community) in (insert month) 2007. This important campaign educates students – primarily low-income and those who are the first in their family to attend college – and their parents and influencers on the steps they need to take to prepare for college. (Insert information on why the campaign is particularly important for your local community.)

The KnowHow2GO campaign targets students in grades 8 through 10, providing important information on preparing for college. The campaign is a grassroots initiative that consists of a network of national, local and state partners. These partners include educational organizations and institutions, youth-serving organizations, local schools, elected officials, places of worship and the business community. In (name of state), such partners as (name partners) are working with us to implement the campaign.

KnowHow2GO seeks to reach young people in their own language and through trusted mediums. In addition to an interactive, student-focused Web site and print materials available in both English and Spanish, the campaign has created a series of public service advertisements for TV, radio and outdoor distribution.

I hope you will lend your support to this important initiative. In the next week, I will contact your office to set up a meeting with you or a member of your staff. In the meantime, included is background material on the campaign for your review. If you have any questions, please contact me at (phone number) or (e-mail).

Sincerely,

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

KnowHow2GO Fact Sheet

America's Young People and College Access

- In 2002, the U.S. Department of Education reported that 9 out of 10 students expect to pursue postsecondary education.
- In that same year, 8 of 10 students reported that they planned to attain a bachelor's degree or higher.
- However, very few students are aware of the steps they need to take to make their college dreams a reality. This is a major reason why low-income students and those who are the first in their family to pursue a post-secondary education remain underrepresented on college and university campuses.
- (Insert local statistics on college access.)

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- KnowHow2GO is national college access campaign targeting students in grades 8 through 10, their parents and influencers.
- KnowHow2GO provides young people with critical information on preparing for college. Its aim is to increase the number of low-income students on college campuses, where they currently remain underrepresented.
- Nationally the campaign is sponsored by the American Council on Education, the Ad Council and Lumina Foundation for Education.
- In (insert state), the campaign is being brought to life locally by a coalition of partners that is led by (name of lead partner). Coalition partners include: (list partners).
- The campaign reaches the public through public service advertising on television, radio, billboards and in malls and schools. The advertising campaign is supported by a toll-free telephone number, 1-888-716-6382; easy-to-use Web site, KnowHow2GO.org; and local and regional partners that provide college access information.
- (Insert information on specific local activities.)

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

#6 Talking to Young People: Creatively Engaging Students

Clearly, it will be important to directly engage and sustain the interest of young people in your community as part of KnowHow2GO. This can be best accomplished by providing early and regular opportunities for students to “own” the campaign and implement creative ideas that grab people’s attention.

Some suggestions for engaging students on an ongoing basis include:

- *Send out regular information to students in your membership with information and tips on preparing for college.* Use the resources in the creative elements section of the toolkit to create exciting electronic and hard copy mailings to local students. Call the partnership support line for assistance on customizing these materials to fit your needs.
- *Coordinate a youth advisory committee for the campaign.* A youth advisory committee will provide continuous feedback on the types of activities and materials that will capture and hold students’ attention.
- *Solicit feedback from all of your partners that work directly with students.* Ask for insight into campaign activities that students will respond to enthusiastically.
- *Focus on developing interactive technologies, entertainment vehicles and fun educational events.* Make learning the steps it takes to go to college relevant to students’ lives.

Event and Activity Ideas

Below are sample ideas for events and activities designed to pique the interest of students while promoting the campaign’s messages. Use these as a springboard for developing and hosting events and activities that will work in your state or community.

- *Conduct a local KnowHow2GO text message campaign with the help of a local telecommunications and business sponsor.* Encourage students to spread the word about the campaign by forwarding a text message. Add an appealing giveaway component to attract attention and participation.

- *Recruit a local sponsor such as a movie theatre to host a “KnowHow2GO Day” where campaign information is distributed to all patrons.* Provide students from the local community with discounted movie passes or host a free screening of a popular movie for the target audience. This could also work with a local restaurant where discount coupons or free menu options could drive traffic to the restaurant distributing campaign materials.
- *Sponsor a “Gospel Stomp” or “School Sunday” at a local church.* Distribute campaign materials and train church leaders and other influencers to talk about preparing for college.
- *Host booths at community events.* Sponsor a KnowHow2GO booth at a community event (college fairs, Black History Month events, county festivals, state fairs, etc.). Contact a local radio station and encourage them to broadcast live from your booth to drive traffic to campaign information.

Sample Event: KnowHow2GO to College Weekend

Build buzz among students by working with a local college or university to sponsor KnowHow2GO to (Name of College) Weekend. To bring this program to life, students at the college would volunteer to work with 8th through 10th graders on activities that highlight the campaign’s four steps. Students will learn the steps in a fun atmosphere on an actual college campus and interact with students who can answer their questions about going to college. Potential activities include:

- *STEP 1 – Be a pain – in a good way.* Divide students into teams and task them with creating a donkey using various objects and materials. Require each team to create and pin ideas on the donkey about ways they can be a “pain” to adults and get help with preparing for college.
- *STEP 2 – Push yourself.* Design a scavenger hunt on campus using grocery carts loaned by a nearby store. Divide students into teams and provide each team with a grocery cart. Challenge students to push the cart around campus to collect clues on how to push themselves to prepare for college. The first team to complete the challenge wins a prize.

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- *STEP 3 – Find the right fit.* Hold a race around a maze with “mini” bikes from the college recreation center or gym. Include checkpoints in the maze that have messages about finding the right fit at a college or university. At each checkpoint, have a designated team member gather messages and relay them to their team members.
- *STEP 4 – Get your hands on some money.* Take a classic game like Monopoly and give it a new spin – instead of playing to get rich, students will play to get smart about identifying money for college. The university could create wall-sized Monopoly boards, featuring a series of questions and tips about planning for college and divide students into teams.

Be sure to share any creative ideas you have on engaging young people in the campaign with the staff at the campaign support line. We will be sharing best practices from around the country in e-mail communications and conferences held via the Web site.

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#7 Online Possibilities: Leveraging Web-based Resources

While the Internet is the fastest growing source of information for all ages, this is particularly the case for young people, with sites such as MySpace.com and Facebook.com experiencing high traffic and popularity. It is important to leverage the opportunities available on the Internet to promote the campaign.

The KnowHow2GO Web site is a key component of the campaign. It is designed to be a resource for students, parents, adult influencers and partners. The enclosed CD contains a KnowHow2GO logo and instructions for how to create links to the KnowHow2GO Web site. This is an easy step that organizations can take to support KnowHow2GO. We've also developed the following short descriptive paragraph of the campaign to be used as a quick explanation on Web sites:

Big dreams and good grades aren't enough to get into college. KnowHow2GO is a national public service campaign designed to inform young people about the actual steps they need to take to make their college dreams a reality. The campaign includes television, radio, print and interactive advertising and is supported by a wide range of national, state and local partners. It is sponsored nationally by the American Council on Education, Lumina Foundation for Education and the Ad Council. For more information visit KnowHow2GO.org.

By calling the partner support line you can get additional information on graphics and text to use on your Web site. The experts at the support line can help your technology team get the information and files they need to bring KnowHow2GO to life on your Web sites.

We also encourage you to work with local partners, especially the business community, to develop creative ways to reach young people through technology. We'll be doing the same on the national level and sharing any information we can with you.

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#8 The Media Bullhorn: Reaching Out to the Media

Engaging the media is essential to spreading the word about KnowHow2GO. Media coverage is an effective way to communicate the campaign's key messages to the larger community and to target audiences such as students and their influencers.

Regard your outreach with the media as a collaborative partnership – you want to reach the public, and the media provides a good outlet for such an effort. Don't view your interactions with the media as too daunting. Journalists like to report compelling stories, and you have a good one to tell.

But neither media relations nor press coverage happen by chance – they each require careful planning and execution. By understanding the media, you will be able to create opportunities to promote both the campaign and your organization's role in helping young people make their college dreams a reality.

Media How-To

Local partners will need to conduct outreach to print, broadcast, radio and online media to drive exposure for the campaign. Here are some tips for attracting the attention of the press and maximizing local media opportunities:

- *Identifying spokespeople.* You will need to identify a group of individuals who can serve as local spokespeople for the campaign at community events and with the media. Spokespeople should be trusted members of the community who are media savvy, well-informed about the campaign and can communicate its messages. Sample spokespeople include:
 - A teacher or administrator at a local school
 - A prominent business owner who is active in community affairs
 - A president of the local chapter or affiliate of a professional association
 - A religious leader of a prominent church, synagogue or mosque
 - A program manager with a youth-based organization
 - A local elected official who regards college access as a public policy priority
 - Students in the target audience who are actively engaged in the campaign
- *Creating media lists.* A good media list is key to reaching the right reporters and getting your story covered. Your list may include reporters, editors, publishers, broadcast producers or radio personalities.

To create a useful list:

- *Review your organization's media list (if it maintains one).* If your organization does not have a database, develop an initial list of relevant media outlets and contacts in your community.
- *Identify reporters at the target outlets who cover college access or higher education issues.* Locate the newsroom's phone number on the media organization's Web site or in the White Pages and call to ask for the appropriate contact. You could review the news outlet's Web site to learn the bylines on relevant stories; news organizations frequently list emails and phone numbers for individual reporters.
- *Include assignment editors.* When you can't find an education reporter, they are a good alternative.
- *Review your list on a monthly basis to ensure that your contacts are up-to-date.* Ensure that the journalists on your list are still with the same news organization and covering the same beat.
- *Types of reporters.* Conduct outreach to reporters who are most likely to have an interest in the campaign and local efforts. Reporters who cover these areas would be good matches:
 - Community issues
 - Economic disparities
 - Education, particularly issues affecting local schools
 - Higher education, including college access
 - Challenges facing immigrant populations
 - Public private partnerships or philanthropic efforts
- *Building relationships.* To generate news coverage for the campaign and local activities, try to build relationships with the media. It's easier to convince a reporter or editor to cover your story if you've developed a rapport with them. To successfully engage the media, you must:
 - *Know whom to contact.* Call the reporters you think will be most interested in specific topic you are describing.
 - *Identify yourself and your organization.* Journalists receive numerous calls from organizations every day, so it is important to remind them of who you are and the organization you represent.
 - *Be direct.* Explain, in a concise manner, exactly why you are calling – whether it is to provide them with new information about the campaign or to try to persuade them to write a story.

- *Localize your story.* Reporters and editors like local angles for their stories. Make sure you have information about KnowHow2GO efforts in your community.
 - *Humanize your story.* Reporters like to cover stories that show some impact in daily lives of their readers or viewers, particularly those with some consumer interest.
 - *Respect deadlines.* Reporters work under tight deadlines, so avoid calling print reporters in the late afternoon or broadcast journalists right before a newscast.
 - *Be flexible and accommodating.* If you are sensitive to a reporter's schedule, the chances of your story receiving coverage is more likely.
 - *Be easy to find.* Share your contact information with reporters, so that you're more likely to be added to their rolodex.
 - *Say thanks.* Send notes to reporters to thank them for their time, even if they don't cover your event or story.
- *Distributing news.* You will need to put in place efficient mechanisms for distributing news and information about events to media organizations. Cast a wide net to increase your chances of reporters learning about events.
 - *Daybooks.* Daybooks provide reporters with a daily listing of scheduled press conferences, briefings and other events in the area. (You can find contact information for media daybooks in the White Pages; start by reaching out to the Associated Press.)
 - *Meetings/briefings with journalists.* Try to arrange one-on-one meetings with reporters or editorial boards for your partners and spokespeople.
 - *Advisories and press releases.* Email or fax your news and information on events to media outlets directly. A sample press release is included at the end of this section.

Creative Ideas for Working with the Local Media

To earn media coverage and sustain the interest of the media throughout the campaign, it will be critical to develop creative story ideas.

- *Story angles and ideas.* Consider hosting a brainstorming session with other partners to develop creative news angles.
 - Identify local students who have fulfilled their college aspirations, particularly those who are the first in their family to pursue post-secondary education. Pitch their stories to the media to demonstrate the importance of a college access campaign.
 - Survey several young people in your community to determine their top concerns or questions about college life and admissions. Release the survey to the media and offer spokespeople who can address these concerns.
 - Encourage a spokesperson who is an expert on college access to submit a bylined article or op-ed.
 - Book your spokesperson on local cable access shows or talk show to discuss the campaign.
 - Ask a popular radio show with teen listeners to host a segment on “Preparing for College.” Tap a college admissions counselor or a local college student to respond to questions.
 - Partner with a local media outlet and business to sponsor a scholarship contest on preparing for college. The winner could receive a one-time \$1,000 scholarship or another award.

KnowHow2GO

How-To Guide



FOR IMMEDIATE RELEASE

Date

Contact: XX

Local Groups Launch College Access Campaign for Area Students
KnowHow2GO Campaign Promotes College Access for Low-Income Students

(City, State) – A coalition of local schools, community groups and government agencies announced today that it has joined the national KnowHow2GO campaign, which is working to help prepare students for college.

The campaign helps young people, particularly low-income students and those who are the first in their families to pursue higher education, to navigate the complex process of preparing for college.

“(Name of organization) is pleased to partner with KnowHow2GO to increase awareness about the resources that are available to young people interested in going to college,” _____ said. “We would like to see more young people from _____, especially those from low-income backgrounds, pursue their dreams.”

(Insert information here on local event, if applicable.)

American teens from all income levels have college aspirations. Indeed, eight out of ten expect to attain a bachelor’s degree or higher, according to the U.S. Department of Education. Still, low-income students are badly underrepresented on college campuses.

The KnowHow2GO campaign is a grassroots initiative to encourage young people to actively pursue post-secondary education by reaching out them, their parents and other adult influencers in their communities. The campaign will run public service advertisements about college access in multiple markets and sponsor an informative, interactive Web site, KnowHow2GO.org, to guide young people and their influencers through the college preparation process. The Web site will also link students to local resources for assistance.

To find out more, visit KnowHow2GO.org or call 1-800-433-3243. The state of (insert state) also hosts local information on the campaign at (insert Web site), featuring area-specific resources and lists of upcoming college access events.

*For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org*

KnowHow2GO

How-To Guide



About KnowHow2GO

Big dreams and good grades aren't enough to get into college. KnowHow2GO is a national public service campaign designed to inform young people about the actual steps they need to take to make their college dreams a reality. The campaign includes television, radio, print, outdoor and interactive advertising. It is sponsored nationally by the American Council on Education, Lumina Foundation for Education and the Ad Council. For more information visit KnowHow2GO.org.

About (Insert local organization)
(insert short description)

**For more information about the KnowHow2GO campaign,
call 1-888-716-6382 or e-mail partnerhelp@knowhow2go.org**



Creative Elements

On the following pages you'll find examples of the creative resources we developed for KnowHow2GO. Each example includes information on the item's intended use. We've also included the details on ordering. Several of these items can be tailored for local use. You should contact the partner support line for customization details. Also, remember that you aren't limited to these materials. We encourage you to think creatively about how to best promote the campaign in your community.

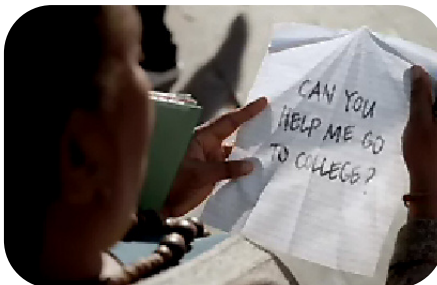


KnowHow2GO

Creative Elements

Television PSAs: Available in three lengths, the TV PSAs have been shipped directly to television stations. They can also be obtained through the Ad Council fulfillment center at 1-800-933-PSAs (7727) or visit psacentral.adcouncil.org

Radio PSAs: Available in two versions and multiple lengths, these have been shipped directly to radio stations across the country. They can also be downloaded at fastchannel.com or KnowHow2GO.org.



KnowHow2GO.org



Billboards: These large billboards are intended for use in high-traffic areas. Contact the Ad Council fulfillment center at 1-800-933-PSAs (7727) or visit psacentral.adcouncil.org. Due to size, billboards will be shipped directly to outdoor advertising companies for installation.

diddly squat
 (What most kids know about preparing for college.)

Ad COUNCIL LUMINA AE- **KnowHow2GO.org**

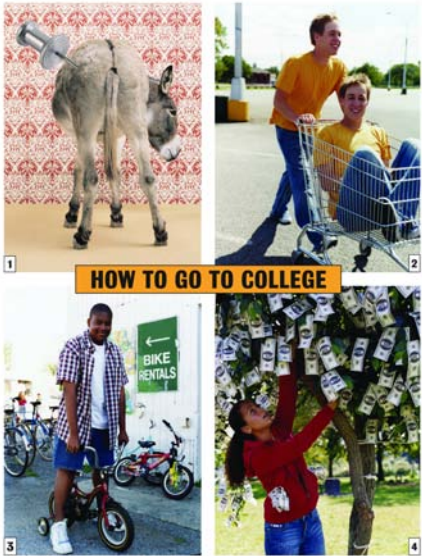
Lost.
 (How most kids feel about preparing for college.)

Ad COUNCIL LUMINA AE- **KnowHow2GO.org**

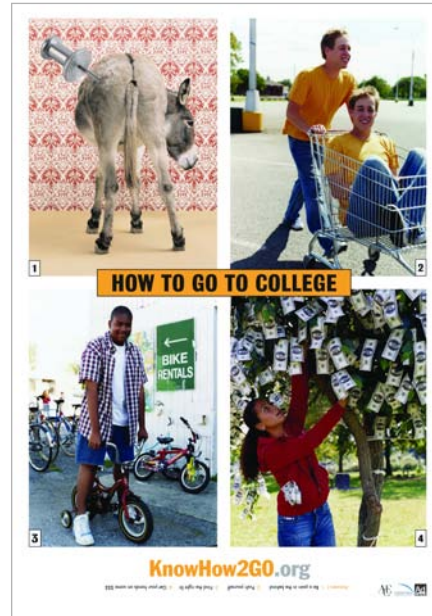
Transportation Shelter or Mall Poster: This large poster can be used in bus shelters or as mall advertising. Contact the Ad Council fulfillment center at 1-800-933-PSAs (7727) or visit psacentral.adcouncil.org. Due to size, these large posters will be shipped directly to vendors for installation.

**nada.
 zip,
 zilc**
 (What most kids know
 preparing for college.)

Ad COUNCIL LUMINA AE- **KnowHow2GO.org**



Partner Poster: This poster is available through the Ad Council fulfillment center at 1-800-933-PSAs (7727) or psacentral.adcouncil.org. There is blank space at the bottom for you to write in information on local events or activities.



Print Advertisements: Available in several different sizes, these print ads can be placed in a variety of publications. They are available at KnowHow2GO.org and psacentral.adcouncil.org

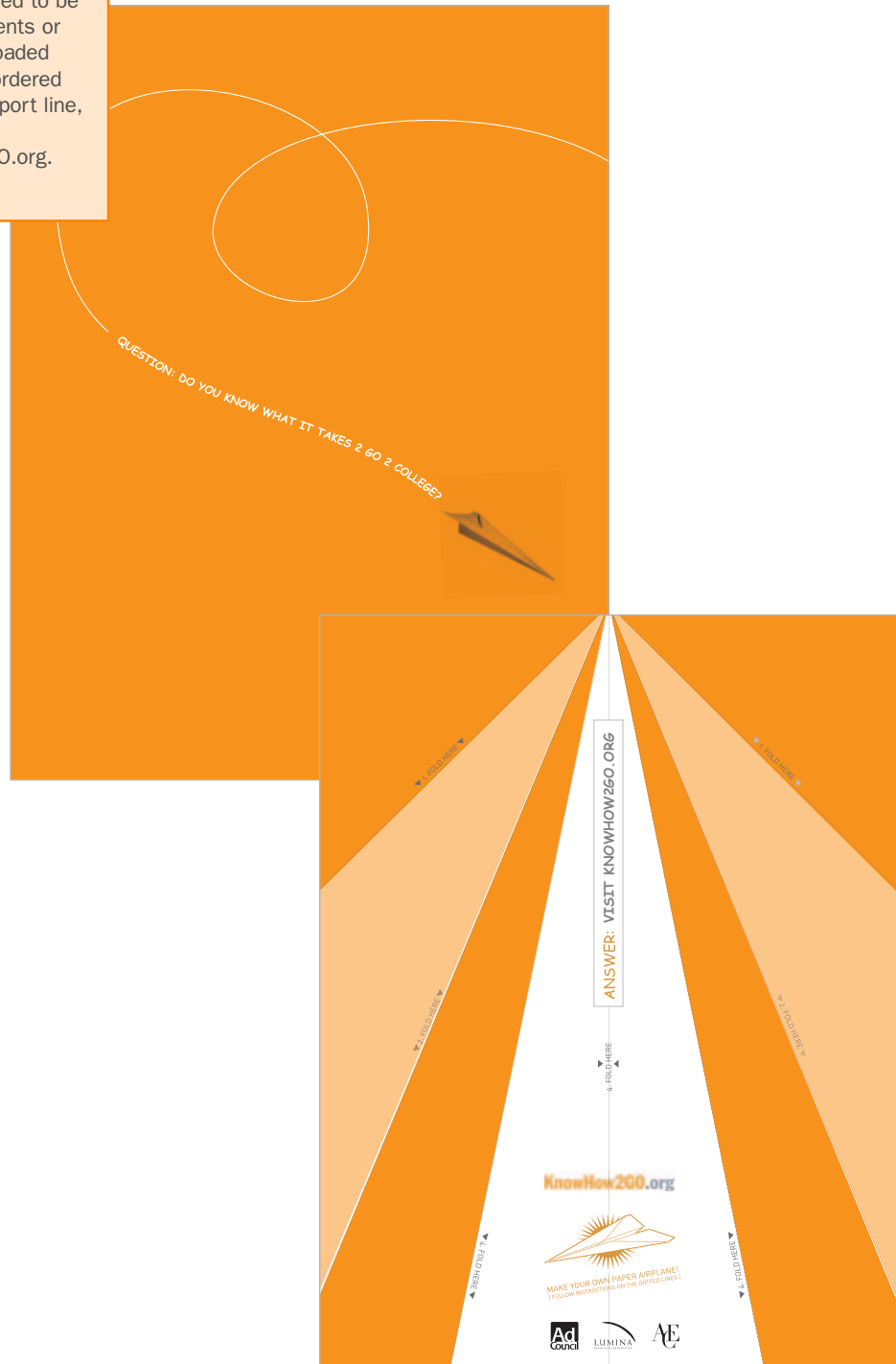


Campaign Brochure: Free copies of the campaign brochure are available in English and Spanish through the U.S. Department of Education at www.edpubs.org/webstore/Content/search.asp.



KnowHow2GO Creative Elements

Paper Airplane Flyer: This two-color flyer folds into an actual paper airplane. It is intended to be distributed during local events or activities. It can be downloaded from the enclosed CD or ordered through the campaign support line, 1-888-716-6382 or partnerhelp@KnowHow2GO.org. The flyer is customizable.



KnowHow2GO Postcard: This 4" X 6" postcard is an easy way to promote the campaign at events or through direct mail. It can be downloaded from the enclosed CD or ordered through the campaign support line, 1-888-716-6382 or partnerhelp@KnowHow2GO.org. The postcard can be customized with local telephone and Web site information.



KnowHow2GO Ticket: This handout—designed to look like a movie ticket—can be customized to promote your local events. It can be downloaded from the enclosed CD ordered through the campaign support line, 1-888-716-6382 or partnerhelp@KnowHow2GO.org.



KnowHow2GO Bookmark: This bookmark-size handout is perforated in the middle allowing a young person to tear off the bottom portion and hand it to a caring adult in their life. It's a good way to get across Step One, "Be a pain—in a good way." It can be downloaded from the enclosed CD or ordered through the campaign support line, 1-888-716-6382 or partnerhelp@KnowHow2GO.org. It is customizable with local telephone and Web site information.





Help & Resources

Key Phone Numbers and Web Sites

- Campaign Web site: ***KnowHow2GO.org***
- Web site Affiliate Section: ***www.KnowHow2GO.org/affiliates***
- Campaign Support Phone Number: ***1-888-716-6382***
- Campaign Support E-mail: ***partnerhelp@KnowHow2GO.org***
- Ad Council Fulfillment Center: ***1-800-933-PSAs (7727) or psacentral.adcouncil.org***

National Sponsor Contacts:

Melanie Corrigan
Associate Director
American Council on Education
202-939-9554
Melanie_Corrigan@ace.nche.edu

David Cournoyer
Program Director
Lumina Foundation for Education
317-951-5303
dcournoyer@luminafoundation.org

Penny Schildkraut
Vice President,
Campaign Development
Ad Council
212-922-1676
pschildkraut@adcouncil.org





Questions and Answers

This toolkit provides a good roadmap for implementing the KnowHow2GO campaign in your state. However, you are likely to have questions about the toolkit and suggested campaign activities. Below are some common questions, followed by our best answers.

Remember, you can also call the campaign support line at 1-888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

About the Campaign

Q: How is this campaign different from other college access campaigns?

A: This campaign is different because, while it is national in scope, success lies at the local level. KnowHow2GO is rallying existing college access groups (like yours) across the country and helping them work together for the first time. Each organization contributes to the overall goal of increasing college enrollment among low-income and first-generation students by engaging them in campaign activities in their area.

Q: Why are students the main focus of the KnowHow2GO campaign?

A: Students are the main focus because the campaign was conceived to fulfill their college aspirations. Parents and adult influencers can assist in the college preparation process, but it's ultimately the students' decision to enroll. After all, students can't go to college unless they push themselves (See Step #2).

Q: How are you helping students connect with adult influencers who can support their college preparation process?

A: KnowHow2GO Step #1 urges students to take the initiative and be a pain—in a good way. They must identify adult role models, tell them they want to go to college and ask for help. KnowHow2GO also helps students connect with adult influencers by providing collateral materials and maintaining sections of the Web site for both groups. Students can talk to adults about the site, which will help adults learn how to help students navigate the college preparation process.



About Implementing the Campaign

Q: We'd love to help, but our budget is tight. How can we participate in the campaign?

A: This is an issue facing every state and regional partner. There are some campaign activities that don't require too much time or money, like adding a link to the KnowHow2GO Web site on your site, handing out collateral materials to your members and attending events sponsored by other partner groups. You can also help encourage local media to utilize the public service announcements.

Q: We've never partnered with another organization before, especially not one with similar goals. Is it possible for us to work together?

A: Definitely. It has been our experience that it doesn't take groups long to appreciate their commonalities. After all, you all share the mission to expand college access. Each organization brings different expertise and resources to the table. Call the campaign support line to find out additional information about groups working in your area.

Q: What is the best strategy for distributing the collateral materials?

A: You can start by handing out materials to your members and others you think will be interested in the campaign. Take materials to schools and events you attend, and leave copies in your office. You can also arrange meetings with and distribute materials to public officials, other potential spokespeople and members of the media.

Q: You've provided templates for media materials, but we don't know what to use when. Can you explain, from start to finish, how to spark media interest in an event?

A: The best way to spark media interest is to host an interesting event with prominent guests that will impact the whole community. The strategy for engaging media is roughly the same for most events. Start by drafting a pitch note or media advisory which is intended to pique reporters' interest by giving the who, what, where and when. Send this out to your media list three to four days before the event. You may also consider sending a follow-up press release (see template) a day or two before the event.

Q: You've suggested that spokespeople are important in building relationships with the media. Who makes a good spokesperson and how do I find him or her?

A: Spokespeople should be experts on college access, whether through educational background or personal experience. An effective spokesperson can be an executive in your organization who is well-versed on the issues and excited about the campaign. It can also be a public official or someone in a position of influence who can lend some credibility to KnowHow2GO. Often the most effective spokespeople are students or adults who are living proof that the campaign can be successful. For example, a spokesperson could be a low-income, first-generation student who attributes his or her college preparation to knowledge and implementation of the four steps. This student's adult influencer, if he or she has one, would make another good spokesperson.