

How to Support the Grads of Life Campaign

Customize and issue a Press Release at launch with a quote from your CEO or Key Executive

- Issue a Press Release at launch, showcasing your organization's support of the Grads of Life campaign, and specifically the creation of employment pathways.
- To access a customizable press release, click [here](#).

Reach out to press

- Conduct press outreach to your local media
 - Find talking points and sample correspondence with traditional and digital media outlets with the campaign messaging on the Grads of Life [campaign toolkit](#) to assist in your outreach.
- Write and submit Op-Eds
 - Find tips on how to plan, write, and submit an op-ed to help further the campaign's message by clicking [here](#).

Customize and send an email at launch to your organization or company's key stakeholders

- Send an email at launch to your organization or company's key stakeholders with tailored "asks" for them to get involved. This may include reaching out to their key stakeholders or engaging in the activities listed below.
- To access a customizable email template, click [here](#).

Create and share Grads of Life messaging on your social media channels and with your networks

- Share PSA materials and content in your newsletters, on social media channels, etc., and encourage other organizations to do the same.
 - Download best practices and helpful guidelines from the Grads of Life [campaign toolkit](#) for speaking on behalf of Grads of Life across your organization's social media channels.
 - Broadcast sample social media content from the [toolkit](#) via your social media channels.
- Write a blog post about the issue for your organization's website and share it with Grads of Life.
- Share news and updates about the campaign with your organization, constituents and other supporters via email.
- Speak about the issue and the employer demand strategy at events and meetings
 - For co-branded assets to customize and use for your specific needs, please email info@GradsOfLife.org. (Branded word document and PowerPoint templates, email signature banners, and campaign logos are available to lend credibility to your communication on behalf of the Grads of Life campaign.)
- Post the campaign web banners on your website and encourage others to do the same on their website.
 - Download the Grads of Life web banners from the campaign toolkit by clicking [here](#).

Contribute to GradsOfLife.org

- Submit an employer success story
 - Share your employer story of working with the Grads of Life talent pool or of being a part of this great pool of untapped talent before embarking on your own employment pathway. To share your story, click [here](#).
- Apply to become a partner or nominate an organization for the National Partner Directory
 - Help us connect with organizations in your area that can help facilitate the development of employment pathways with local businesses by clicking [here](#).

Secure donated media

- Reach out to local media to donate airtime and space to the new PSAs

- Customize the sample letter to PSA Directors available via the Grads of Life [campaign toolkit](#) for your outreach to local media outlets.