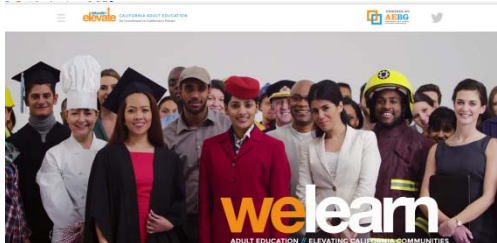


State Directors & State Leaders Campaign Mobilization Roadmap



Strategy Selection			
Action	Toolkit Item	Lead	Due Date
Option #1: Use your state-specific Educate & Elevate landing page on the national campaign website as your online promotional tool. Example: www.EducateandElevate.org/Alabama/			
<ul style="list-style-type: none"> <input type="checkbox"/> Ensure that COABE has all of your correct information for your state-specific page on the National Campaign website 	Send changes to coordinator@COABE.org		
Option #2: Use your association or state website to cross promote the Educate & Elevate national campaign website.			
<ul style="list-style-type: none"> <input type="checkbox"/> Promote the Educate & Elevate Campaign using the campaign logo 	Proud Partner (insert Educate & Elevate Logo) Some 55,000+ adult education leaders stand united in a national campaign to educate America about the importance of Adult Education in advancing career and college readiness for millions of people. We urge policy makers to stay informed on our successes and to fund Adult Education at the \$649 million level as called for in the Workforce Innovation and Opportunity Act enacted in 2014. Go to www.EducateandInnovate.org and check out (insert name of state) successes and innovations here (insert URL of your state-specific landing page on the campaign website).		
Option #3: Create a unique state campaign website using the assets of the national campaign.			
<ul style="list-style-type: none"> <input type="checkbox"/> Review California's model at www.EducateandElevateCA.org 	Contact celina@fullcapacitymarketng.com to obtain web design files		

Mobilization Strategies

<ul style="list-style-type: none"> ❑ Host a state webinar to announce participation ❑ Use your email distribution lists to send regular updates about the campaign & leverage the campaign's weekly eblasts ❑ Put a link on your website for students, colleagues and friends to send a Quickfire Email to their legislators. ❑ Submit success stories about your adult learners and employers ❑ Submit your state innovations ❑ Use the Media Toolkit to announce participation. ❑ Create special events like open houses to promote your adult education programs. ❑ Follow & Like campaign social media accounts and use the Toolkit for sending posts. 	<p>State Director and Leadership TEMPLATE to Brief Statewide Stakeholders or use the recorded Kickoff Webinar here</p> <p>Forward information found at http://educateandelevate.org/enews/</p> <p>Click here for the pre-populated, editable email</p> <p>Go to http://educateandelevate.org/adult-learner-success/ and http://educateandelevate.org/employer-success/</p> <p>Go to http://educateandelevate.org/innovations/</p> <p>Download Media Webinar that explains Toolkit items</p> <ul style="list-style-type: none"> - Press Release Template - Media Advisory Template - Campaign Fact Sheet - Campaign Video <p>Download Special Event Webinar that explains Toolkit items</p> <ul style="list-style-type: none"> - Planning Checklist - Proclamation Samples - Pitch Letters - Editable Postcards - Editable Posters <p>Download the Social Media Webinar that explains Toolkit items</p> <ul style="list-style-type: none"> - Sample Posts - #educate&elevate 		
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<p><input type="checkbox"/> Determine your state plan of action for legislative briefings</p> <p><input type="checkbox"/> Input your strategies that you plan to deploy in Survey Monkey</p>	<p>Download the Legislative Webinar that explains Toolkit items</p> <ul style="list-style-type: none">- Legislative Talking Points- Pitch Letters- Quick fire Emails for Support <p>Click here to input your legislative briefing schedule</p> <p>Contact coordinator@COABE.org to establish a state-specific online tool to track outcomes of your legislative briefings</p> <p>Check the Campaign Toolkit for the link.</p>		
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