

# KnowHow2GO Campaign

Tools and Resources  
January 31, 2007

HELPING YOUNG PEOPLE KNOW HOW 2 GO 2 COLLEGE!





## What we will cover today....

- Introduction of campaign resources for KnowHow2GO partners
- Easy steps to get started
- How to obtain and customize materials
- Using the how-to guides



## Who is helping us?

- Powell Tate|Weber Shandwick is a leading strategic communications firm with a depth of experience managing strategic communications campaigns
  - Part of national network of 20 U.S. offices with strong ties to local communities
  - Represent top nonprofits, corporations, associations and government agencies
- Strong track record in building grassroots and public education campaigns that motivate people to take action
  - Experience with youth-oriented communications programs and in driving media coverage



## Why you would call us?

- Learn more about the campaign
- Get help obtaining campaign materials
- Find out about other partner efforts
- Ask questions about campaign activities/events
- Find information on training seminars/best practices conferences

**Campaign Support Line: 1-888-716-6382**

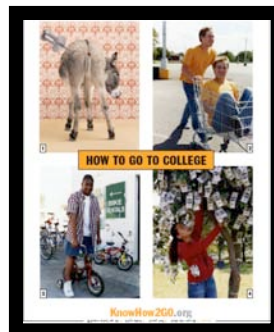
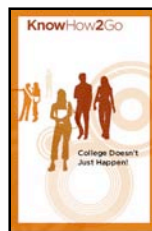
**Campaign Support E-mail:**

[partnerhelp@knowhow2GO.org](mailto:partnerhelp@knowhow2GO.org)



## Campaign Resources

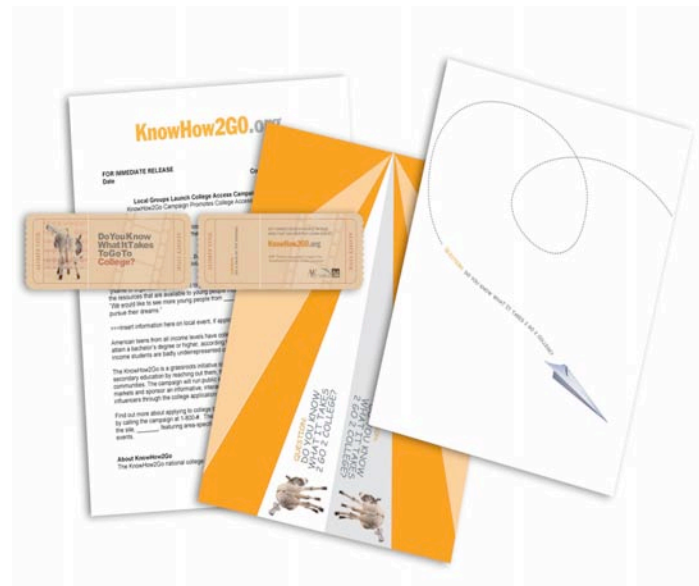
- Creative public service advertising
- Interactive Web site
- Toll-free hotline at U.S. Department of education
- Customizable materials
- National and local network of partners





## Materials and Resources for Partners

- KnowHow2GO Partner Playbook
- CD with graphics and text for Web site promotion
- Partner support line
- Affiliates Web section





## Getting Started

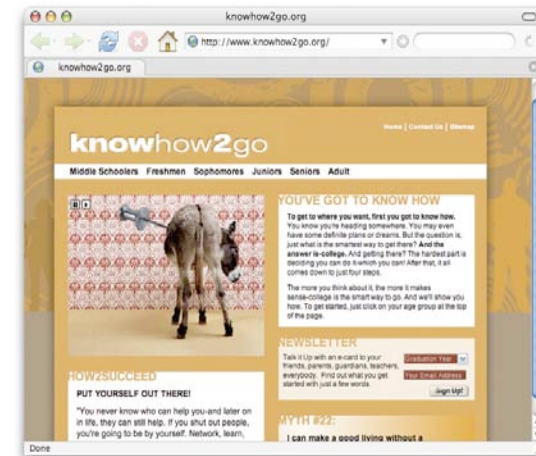
- Students get 4 steps to prepare for college....we've got 4 steps to get you started with KnowHow2GO

### 1. Learn the Basics

- Visit the KnowHow2GO Web site

### 2. Get Materials

- Order campaign materials free of charge





## Getting Started

### 3. Connect with Experts

- Contact the toll-free partner line or email address with questions

### 4. Stay in the Loop

- Check the affiliate section for updates
- Register for the KnowHow2GO affiliates e-mail

Register at  
[www.KnowHow2GO.org/affiliates](http://www.KnowHow2GO.org/affiliates)



## Creative Elements

- What materials are available
- How you can use them
- Where you can get them!

# KnowHow2GO Campaign



## Creative Elements

**nada,  
zip,  
zilch**

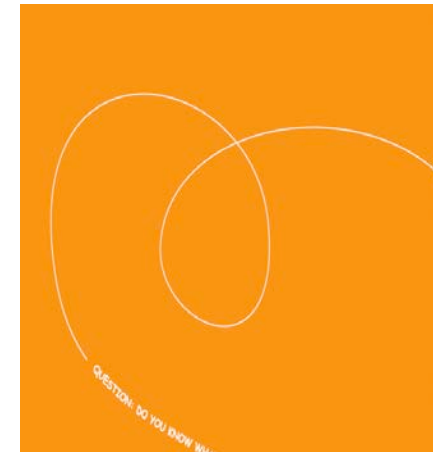
(What most kids know about preparing for college.)

**KnowHow2GO.org**

**Lost.**

(How most kids feel about preparing for college.)

**KnowHow2GO.org**



ADMIT ONE

**Do You Know What It Takes To Go To College?**

ADMIT ONE

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ADMIT ONE

MEMBER: BE A PART IN THE BOARD.

GET CONNECTED WITH PEOPLE IN YOUR AREA THAT CAN HELP YOU LEARN HOW AT: **KnowHow2GO.org**

ADMIT ONE

**nada,  
zip,  
zilch**

(What most kids know about preparing for college.)

**KnowHow2GO.org**

**"I want to go to college, but need your help."**

We can help. **Learn more about the steps you need to take right now.**

**The 4 Steps**

- Be a pro - in a good way.** Get organized before you're going to college and avoid over stress.
- Push yourself and don't stop.** Working on this means you will make getting to college that much easier.
- Find the right fit.** Find out what kind of school or program is the best match for you and your career goals.
- Put your hands up when you...** If you need assistance, it's best to begin. Don't wait. There is a lot of financial aid out there.

Learn more by visiting [www.knowhow2go.org](http://www.knowhow2go.org) or calling 1.800.833.3243

**HOW TO GO TO COLLEGE**

**KnowHow2GO.org**



## How-to Guides

- Tip sheet and template documents
- Graphics and campaign language
- Will be continuously updated
- Blank tabs – to add your own!

Coming Soon

Campaign style guide



## How-to-Guides

### **Hitting the Airwaves:** Persuading Media to Use KnowHow2GO Public Service Announcements

- To help you get the campaign PSAs placed in the media
- Template pitch letter for local stations



## How-to-Guides

### **Making a Strong First Impression:** Launching the campaign locally

- To assist you in launching the campaign successfully in your market
- Planning tips
- Potential launch ideas



## How-to-Guides

**Building Your Network:** Recruiting non-profit and education partners

- To help you identify and recruit new partners
- Tips for maintaining communications
- Template newsletter article



## How-to-Guides

**Leveraging Assets:** Tools for engaging the business community

- To assist you in reaching out to the business community and securing their involvement
- Sample Op-ed



## How-to-Guides

### **Gaining “Official” Support:** Working with government leaders

- To help you secure elected official support
- Template letter to government officials
- Customizable KnowHow2GO fact sheet



## How-to-Guides

### **Talking to Young People:** Creatively engaging students

- To help you reach the campaign's primary audience
- Event and activity ideas
- Sample event



## How-to-Guides

### **Online possibilities:** Leveraging Web-based resources

- To help you to use the campaign's web-based tools effectively
- Toolkit CD contains campaign logo and instructions for creating links to the KnowHow2GO site
- Short descriptive paragraph for partner Web sites



## How-to-Guides

### **The Media Bullhorn:** Reaching out to the media

- To help you engage the media to promote KnowHow2GO and your efforts
- Tips for identifying spokespeople
- Creative ideas for working with local media
- Sample press release



## Help and Resources

- Key phone numbers and Web site information
  - Campaign Web site: *KnowHow2Go.org*
  - Web site Affiliate Section: *www.KnowHow2Go.org/affiliates*
  - Campaign Support Phone Number: *1-888-716-6382*
  - Campaign Support Email: *partnerhelp@KnowHow2Go.org*
  - Ad Council Fulfillment Center: *1-800-933-PSAs*
- National sponsor contacts
- Q & A

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