The webinar provided America’s Promise grantees with information on how to best promote their programs. Included were tips on how to write a concise program story that describes the grants objectives and highlights successes. Attendees were provided tools that can use to increase program visibility, which in turn can enhance participant recruitment, attract employers, and/or additional funding support, while providing recognition of program accomplishments. Also shared was an America’s Promise infographic that grantees can use to enhance their outreach efforts.

Erika Humphrey, Lead TA Coach for America’s Promise, presented three examples of program success stories: Performance, Organization, and Partnerships. She guided the attendees through key elements of each type of story, including the headline, hook, data, and facts. Each of the stories provided are downloadable.

Staff from three America’s Promise programs (the University of Alabama, MiraCosta College in California, and Monroe Community College in New York) shared their strategies for promoting the program.

The webinar engaged attendees in the discussion and ended with a Q&A session.