



LITERACY ACTION NETWORK

Marketing Toolkit 2022

Materials Included

These materials were created by the Literacy Action Network (LAN) to help ABE programs across Minnesota evaluate and expand their marketing and outreach to potential participants. Included in this toolkit:

- **Evaluating & Planning Tools**
 - (1) Outreach Planning Form – Flyers
 - (2) Outreach Planning Form – Tabling
 - (3) Digital Outreach Checklist
 - Building Community Connections
 - Affordable Website Options
 - Website Content Ideas
- **Resources for Creating Flyers & Social Media Posts**
 - **Powerpoint Tools**
 - (1) How to Use PowerPoint Flyer Templates
 - (2) Flyer Template
 - (3) How to Use PowerPoint Social Media Graphic Templates
 - (4) Social Media Graphics Template
 - **Canva Tools**
 - (5) How to Use Canva Flyer Templates
 - (6) How to Use Canva Social Media Templates
 - **Translation Tools**
 - (7) Examples of Translated Flyers & Posts
 - Translated Stock Phrases - *folder*
 - Amharic
 - Dari
 - French
 - Hmong
 - Karen
 - Oromo
 - Pashto
 - Russian
 - Simplified Chinese
 - Somali
 - Spanish
 - Ukrainian
 - Vietnamese
- StockPhotos from [Bruce Silcox Photography](#) for marketing materials

Toolkit prepared by Kaija Bergen

How to Use the Toolkit

We encourage you to take time to look through all the materials in the toolkit; however, it is designed so that each program can choose to use the elements that will best serve your unique sites.

As you consider your outreach and the tools, ask the following questions:

- **What is your goal for recruitment?**
 - Are you recruiting for the whole program or one class?
 - *Different tools will better serve different projects.*
 - Is there a population of people you hope to target?
 - How will you measure your recruitment?
- **What resources do you have to put into recruitment?**
 - Time commitment
 - Budget
 - Branding & printing
 - Technology (& tech skills)
 - Staff

Using the complete toolkit:

- 1) Begin with evaluating what you are already doing using the documents in the folder “Evaluating & Planning Tools”

(1) Outreach Planning Form – Flyers

Use this planning document to take stock of your community and develop a plan for regular distribution of flyers & program information. If you do not already make program/class flyers, use the flyer tools in the folder “Resources for Creating Flyers & Social Media Posts” to create them.

See the document “Building Community Connections” for recommendations on how to have strong partnerships with areas where you flyer.

(2) Outreach Planning Form – Tabling

Use this planning document to take stock of your community and develop a plan for in-person tabling or flyer distribution. This type of outreach requires a larger time commitment, so decide if it is appropriate for your program based on staff capacity. If you do not already make program/class flyers, use the flyer tools in the folder “Resources for Creating Flyers & Social Media Posts” to create them.

See the document “Building Community Connections” for recommendations on how to have strong partnerships with areas where you table.

(3) Digital Outreach Checklist

Use this document to evaluate your program website and social media on a scale of 0-10. This also includes additional ideas and recommendations for connecting with potential participants via email and text messaging.

See the document “Website Content Ideas” for suggestions on how to create an online registration form and videos for your program.

If you do not have a program website, see the document “Affordable Website Options” for ideas on where to start.

2) Create materials for your outreach using the tools in the folder “Resources for Creating Flyers & Social Media Posts”

There are 2 ways to make flyers & social media posts included in this toolkit.

- 1) **Powerpoint templates:** flyers & social media graphics can be made by plugging images & class/program details into PowerPoint templates that you can save as PDFs or images.

Recommended for programs with PowerPoint software, limited time for graphic design, and/or limited tech/design skills

- **Tools include:**

- (1) How to Use PowerPoint Flyer Templates

This document explains how to make a flyer for a whole program or specific class using the template

- (2) Flyer Template

This is a PowerPoint template where you can plug in information to make a flyer

- (3) How to Use PowerPoint Social Media Graphic Templates

This document explains how to make a social media graphic for a whole program or specific class using the template

- (4) Social Media Graphics Template

This is a PowerPoint template where you can plug in information to make a flyer

- 2) **Canva templates:** flyers & social media graphics can be made by creating a free (or paid) account with the online design platform Canva. Use the templates linked in this toolkit, or branch out to design your own!

Recommended for programs without PowerPoint software, basic experience with online design tools, or higher time/tech capacity for design

- **Tools include:**

- (5) How to Use Canva Flyer Templates

- This document explains how to make a flyer for a whole program or specific class using the linked Canva template*

- (6) How to Use Canva Social Media Templates

- This document explains how to make a social media graphic for a whole program or specific class using the linked Canva template*

Be sure to include images in your outreach materials. If your program does not have images specifically for marketing, use the stock images included in this toolkit.

Photo credit to [Bruce Silcox Photography](#)

Thank you also to the sites and students that participated in our project:

- *Laura Temali's class at [Hubbs Center for Lifelong Learning](#)*
- *Linda Sandager & Deborah Therrien's classes at [Lakeville Area Schools Community Education](#)*
- *Julie Garner-Pringle & Banichayehu Aychiluhum's class at the [International Institute of MN](#)*
- *Mai Vue-Vang and Asma Abdille classes at [ThinkSelf, Inc.](#)*

These photos are possible thanks to funding from the Minnesota Department of Education. Please see the end of this document for notes on the process of obtaining the photos.

3) Translate your outreach materials and registration tools into multiple languages

Look at the document “(7) Examples of Translated Flyers & Posts” for examples of how you can plug stock phrases in to your flyer templates to expand your outreach.

Use the documents in the folder “Translated Stock Phrases” to copy and paste phrases in to the templates

Explore more outreach options with these additional tools:

- COABE “Move Ahead with Adult Ed” Toolkit: <https://coabe.org/moveahead-with-adult-ed/>
- GED.com Materials: https://ged.com/educators_admins/teaching/promote_your_program/
- LAN’s “I’m Possible” campaign materials: <http://literacyactionnetwork.org/possible/toolkit>
- “How Adult Education Changed My Life” YouTube series from LINCS:
<https://www.youtube.com/playlist?list=PLImUeO1ttx1a6vrHp0l3aKLuACqPa9HaE>

Notes of Stock Photos

Photography ethics are important to the Literacy Action Network (LAN) and the Minnesota Department of Education (MDE), which is why at the start of this project we made a commitment to ensure that the photographs taken of participants were done:

- 1) With full consent from participants and a clear explanation of the ways the photos will be used in the future (see a copy of the photo agreement on the following page).
 - a. A member of the LAN Marketing team attended all photo sessions to help explain the purpose of the project and the goals of LAN, as well as assure participants that their participation had no impact on their ability to attend classes and receive ABE services.
- 2) With compensation for students' participation. All participants were given \$50 gift certificates as compensation for their participation.

A big thank you to all the people involved in coordinating the photographs, most especially the staff and students at the sites!

As you consider photography projects and other marketing for your own programs and organizations, we encourage you to consider the ways in which you invite students to collaborate with you on your marketing and ensure that they are compensated for their participation whenever possible.



Photo Consent and Release Form



I understand that Literacy Action Network wants to take pictures (photos) of my Adult Education class and me.

Literacy Action Network will give me \$50 in the form of a gift card for my picture(s).

I give permission to the Literacy Action Network and its affiliates (other organizations that are interested in literacy) to use the pictures I am in today for:

- Newsletters
 - Brochures
 - Web Sites
 - Social Media
 - Articles online or printed
 - Advertisements for classes
- (see examples on the next page)*

I understand that the pictures can be used any time in the future.

Consent of: _____
(Please print the name of the person giving consent.)

Date: _____

Signature: _____
(first and last name)

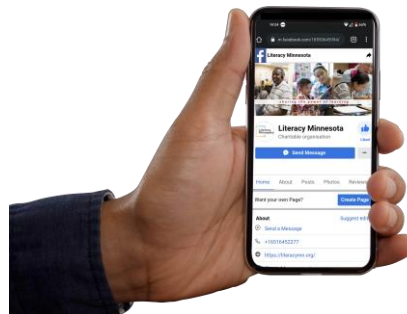
Phone Number (optional): _____

Examples of use:

- *website*



- *social media*
(ex: Facebook)



- *advertising classes*



- *newsletters*

