



How to create a BUZZ about your ‘Promise’ program

Across Oregon, public schools are preparing today’s students to become tomorrow’s workforce by giving them the knowledge they need for careers and college. Students are taking part in robotics teams, enrolling in after-school and summer STEM (science, technology, engineering, math) programs, attending early-learning centers, practicing welding in CTE (career and technical education) programs, training for careers in health fields, and studying the environment.

Here are some tips to let your community know more about what your schools are doing in this arena, and to build support for expanding such programs:

- Visit the [“Get Involved” webpage](#) to access a variety of tools to support your efforts to promote your “Promise” program.
- Contact your local newspaper, radio and television stations (see [sample press release](#)).
- Create a video or photo slide show about your program. As examples, in just the last year, schools in [Central Point](#), [Tigard-Tualatin](#), [Days Creek Charter School](#) and [Henley High from Klamath County Schools](#) have created general-purpose “Promise” videos.
- Be sure to use social media channels such as Facebook, Twitter and Instagram to share photos and more (see [guide to social media use](#)).
- Speak to local service clubs, and emphasize the link between today’s students and tomorrow’s workers, professionals and community leaders. Use visuals in your speech such as photos of students in your “Promise” programs, and the 2015 [Promise trailer video](#). Hand out copies of the [campaign introduction](#) and your completed version of how you would [dream bigger for local schools](#).

For more information or guidance, contact us at info@promiseoregon.org.

Website: www.promiseoregon.org

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Let’s Dream Bigger