

# HOW TO CREATE A **BUZZ**

ABOUT YOUR *Promise* PROGRAM

## HERE ARE SOME TIPS TO LET YOUR COMMUNITY KNOW MORE ABOUT WHAT YOUR SCHOOLS ARE DOING AND TO BUILD SUPPORT FOR EXPANDING:

- **VISIT** the “**Get Involved**” webpage to access a variety of tools to support your efforts to promote your “Promise” program.
- **CREATE** a video or photo slide show about your program. As examples, in **Central Point, Tigard-Tualatin, Douglas County** and **Klamath County**, schools have created general-purpose “Promise” videos.
- **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.



*the*  
**Promise**  
OF OREGON

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.



**FOR MORE INFORMATION OR GUIDANCE, CONTACT US AT**  
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