



ACPE
COLLEGE GOAL ALASKA
800 East Dimond Blvd, Suite 200
Anchorage, Alaska 99515
1-800-441-2962
IN JUNEAU 907-465-2962
FAX 907-269-7991
CollegeGoalAK.org



Alaska College Goal Sunday – Local Advertising Tips

Statewide Advertising Helps...

ACPE will 1) direct mail a CGA postcard to every high school Senior; 2) publicize CGA via Facebook; and 3) issue a statewide press release.

... But Local Advertising & Word of Mouth is Key to a Successful Event:

The outreach strategies that reach the highest percentages of Alaska CGS participants are consistently high school counselors or other high school staff (60 % +), fliers (20 % +), and posters at the high school (20 % +).

Do make sure every high school counselor & teacher in your community knows about the event and has fliers or extra postcards to hand out, but also be sure to consider organizations that may reach independent students or adults. Alaska FAFSA filing data demonstrates this population is least likely to file the FAFSA by early scholarship deadlines – getting assistance to them through CGA is a great benefit!

Are there Native or other organization that offer scholarships or are involved in promoting education? What about community organizations or clergy? Are there non-profit organizations that may interact with adults considering a return to school? Consider:

- Job centers
- Non-profit financial advising/support services
- Tax stores providing free filing services to low-income clients
- Local recreation or community centers
- Libraries
- Churches
- Shelters and Food Banks

Make sure the management and staff at such organizations is also aware of the event, and has access to posters and extra postcards to distribute. All of these contacts are also a great source for volunteers!

Maximize Use of Provided Materials:

- Posters: At minimum, posters should be displayed at college campuses and high schools. However, to reach those individuals who may most benefit from attending a CGA event, take the time to distribute posters at all of the locations listed above, as well as grocery stores, shopping malls, restaurants, and other businesses – any place where teens or adults considering a return to school may be. Distributing posters is also a great opportunity to connect with people on site who may become advocates for the event.





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- Postcards: Remember that the postcard is direct mailed to every Senior in Alaska, customized with your location date and time information for Seniors in your community. The extra postcards in your box can be distributed to key influencers and locations to hand out to potential attendees. You can distribute these along with the posters. You can also use them for a targeted mailing (or re-mailing) to a specific group if you have access to addresses.
- Radio PSA: ACPE will provide a pre-recorded radio PSA that you can distribute to your local radio stations to run. Even better – you can use the script and have the local station record it using one of your own local high school students or someone else who will be recognized by the community.

Additional Great Activities:

- School District Robo-calls: Your school district may be willing to let you use their automated call system to call all Seniors' families at home with a message about CGA a few days prior to the event.
- Radio Interviews: Many local radio stations will be happy to have you come on the air and talk about the event and the value of the FAFSA.
- Newsletters: Publish a short blurb about your event in campus or high school newsletters, and consider other newsletters as well – does your local representative publish a constituent newsletter? How about other organizations in town?
- Social Media: Share information on your College Goal Alaska event on your own and partner organization's (such as ACPE's) Facebook pages or other social media accounts.
- Local Media: Send a copy of the press release (available in the Coordinator's Toolbox in late January) to your local media –sometimes it's more successful when it comes from a local person. In some communities, you may even be able to write and submit your own article.
- Visits to High School: *From Kacey Miller's Discussion on Rural CGS: "I go out to the High School early in the year... I take them through a brief introduction of Financial Aid and then we retrieve their PINS together. ... I make sure College Goal Sunday is [on their timeline]. I then contact parents. I ask the school for the seniors' parent's mailing addresses and mail the parents a letter stating what I've done with their child and encourage them to do the same process. I state the College Goal Sunday date and that I'm available for assistance."*
- Drawings & Door Prizes: If you get local donations for door prizes for your event, publicizing a drawing can also encourage attendees to come to the event – it can also help make the event more fun!

