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To: Kushlis, Jennifer
Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

APRIL 2008

Reminder: New PSAs and KnowHow2GO-U Debut Next Month

Highlights: Westfield Malls Partnership

Our partners in Nebraska planned their first mall event for April 6-7, when the city of Lincoln hosted the State High School Basketball Tournaments – and mall traffic topped 49,000. [Westfield Gateway](#) set up booths where [EducationQuest Foundation](#) staff could answer questions about college prep. And they provided space for local radio station, [KFRX](#), to broadcast live. KFRX aired interviews with staff and [Miss Nebraska Ashley Bauer](#), who volunteered to sign autographs and hand out KnowHow2GO bracelets.



Miss Nebraska (left) talks to fans about college.

On April 5, our partners in Illinois staffed an exhibit at [Westfield Louis Joliet's](#) annual "Prom Preview." Together, the mall and the [Illinois Student Assistant Commission](#) distributed 350 gift bags to students, which included KnowHow2GO materials.

How-To: Partner with a Local Mall

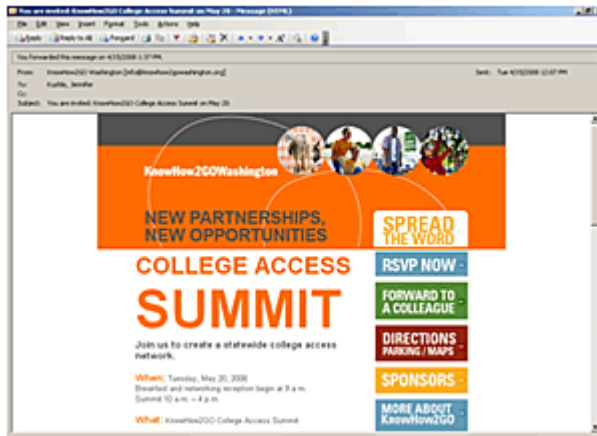
As you know, KnowHow2GO has partnered with 15 Westfield Malls across the country. The malls are playing our PSAs and hosting events with local partners, as you read above. But how can you build partnerships with malls near you? Here are a few tips to get you started:

- **Find the right contact.** KnowHow2GO is working with mall marketing directors. We suggest reaching out to the people in that role first.
- **Explain why malls make good partners.** Malls provide the space and the captive audience to host KnowHow2GO events. A partnership with a mall is also in line with our goal to reach students with messages about college on their terms.
- **Emphasize what's in it for them.** Malls will earn positive attention and coverage for their effort to help local students turn their college dreams into a reality.
- **Make specifics asks.** KnowHow2GO arrived at its meeting with Westfield with four proposed steps for launching a partnership:
 - Take KnowHow2GO Online
 - Place KnowHow2GO Materials in Your Mall
 - Host a KnowHow2GO Event
 - Communicate About KnowHow2GO
- **Be open-minded.** Your mall may agree to a few of these steps – or offer ideas for many more. Be sure to listen to the mall's feedback and vision for the partnership.

For more information about working with local malls, and our list of suggested events, contact the Partner Helpline at 888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

News Briefs

Washington State Gears up for Launch



This week, our partners in Washington distributed high-tech “Save the Date” e-mails for their May 20 College Access Summit. The e-mails provided event details and invited recipients to click on links to RSVP and forward to colleagues. We’re looking forward to seeing more great work from the Northwest Education Loan Association and the College Success Foundation!

Nebraska Hosts KnowHow2GO Symposium

More than 200 Nebraska guidance counselors and educators attended [EducationQuest Foundation's KnowHow2GO College Access Symposium](#) on April 3. [Gov. Dave Heineman](#) kicked off the day by stressing the importance of the state's college-going rate. Attendees then participated in sessions on increasing the number of students who go to college. EducationQuest ended the Symposium by announcing it will award \$800,000 in grants to 15 Nebraska high schools to fund college access activities.



Gov. Heineman champions KnowHow2GO.

Illinois Partners with Independent TV Stations



[WCIU](#), [WWME](#) and WMEU have agreed to put the new, KnowHow2GO TV PSA – localized for Illinois – in full rotation for three to six months. WCIU, The U, is popular among students in the Chicago area. Me-TV and Me-Too entertain a large audience of caring adults. Congratulations to the [Illinois Student Assistance Commission](#) for securing this partnership!

KnowHow2GO by the Numbers

Since January 2007, KnowHow2GO partners have distributed...

- **550,000** English brochures
- **88,200** Spanish brochures
- **32,045** national bookmarks (and 26,000 localized bookmarks)
- **29,800** national postcards (and 255,000 localized postcards)

- **22,490** national paper airplane flyers (and 28,000 localized flyers)
- **17,800** four steps posters

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