

March 2007 Newsletter

Welcome to KnowHow2GO

KnowHow2GO Teams Up with YMCA of the USA

YMCA of the USA is the first national outreach partner for KnowHow2GO. Through its 165 Black/Hispanic Achievers Programs, the YMCA will implement the campaign with teens already working to set high education and career goals for themselves. KnowHow2GO is training all Black/Hispanic Achiever Program Directors to use the campaign and its resources in their local programs. Check [here](#) to see which YMCAs in your state are involved in the campaign.

To engage students, KnowHow2GO and YMCA will launch a special radio PSA contest on March 10, 2007 at the Teen Leadership Summit in Louisville, KY. "On the Air and Off to Orlando" will challenge teams at every Black/Hispanic Achievers program to write, perform and produce a radio PSA encouraging other students to take the steps to prepare for college. The winning group will win an all expenses paid trip to the Teen Leadership Summit in Orlando, FL in June 2007.

Gov. Mitch Daniels Helps Launch Indiana Campaign

Indiana launched its local KnowHow2GO campaign on Monday, January 22, with the help – and support – of Gov. Mitch Daniels, Superintendent of Public Instruction Suellen Reed and members of Indiana's Education Roundtable. The launch earned extensive media coverage, including an Associated Press article that was picked up by several local papers as well as Forbes and BusinessWeek.com. All local television networks covered the event, and two articles ran in the Indianapolis Star. Below are some sample headlines:

- ["College Prep Campaign Targets Youths; New initiative aims to encourage students to prepare for higher education," Indianapolis Star, Staci Hupp, January 23, 2007](#)
- ["Campaign Urges First-Generation Students to Attend College," Associated Press, Deanna Martin, January 22, 2007](#)
- ["Teens Told to 'Be a Pain' About College," Indianapolis Star, January 22, 2007](#)

KnowHow2GO - In Style

Partners are encouraged to use KnowHow2GO logos and creative on their Web sites, on distributed materials and on media outreach documents. We've created a Style Guide to help you retain the look and feel of the campaign.

The Style Guide is posted on the Affiliates Section of the Web site at www.KnowHow2GO.org/affiliates. It provides guidelines for using campaign logos and customizing materials, and also includes JPG and EPS files for your use. If you have any questions about using the Style Guide, contact the national campaign support line at 1-888-716-6382.

Put Your Hands on Some Materials

KnowHow2GO materials come in all shapes and sizes -- and can be ordered from three different sources. The following list tells you who to contact to get

the materials you need for your on-the-ground campaign.

Campaign Support Line

1-888-716-6382

partnerhelp@KnowHow2GO.org

- Postcards
- Bookmarks
- Paper airplane flyers
- Tickets
- Print ads

Ad Council Fulfillment Center

1-800-933-PSAs (7727)

www.psacentral.adcouncil.org

- TV/radio PSAs
- Billboards
- Bus shelter/mall posters
- Partner posters

U.S. Department of Education

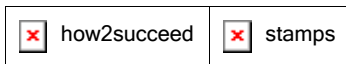
1-877-4-ED-PUBS

www.edpubs.org/webstore/content/search.asp

- Campaign brochure (English and Spanish)
- To order over 100 brochures, contact the Campaign Support Line

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