



Finish Your Diploma Campaign High School Equivalency Fact Sheet

Campaign Sponsor: Dollar General Literacy Foundation

Volunteer Media Agency: Starcom

BACKGROUND:

Opportunities can be limited for adults without a high school diploma. To support themselves and their families, many work multiple jobs with lower pay and less stability. In fact, those without a high school degree represent nearly 3 in 10 adults with household incomes below the federal poverty line.

But it's not too late. Since 2010, FinishYourDiploma.org has connected more than 1.7 million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow.

CAMPAIGN OBJECTIVE:

Motivate adults without a high school diploma to pursue their high school equivalency and connect them with information to get started.

CAMPAIGN DESCRIPTION:

Nobody gets a diploma alone. Pursuing a high school equivalency degree can seem like a large and solitary endeavor. But most adults have far more support than they realize. It could be a partner or friend who helps with studying, a parent who helps with homework and babysitting, or the children for whom they want to be a role model. The campaign encourages adults working to get their diploma to lean on these loved ones for support and take the first step by searching for an education center.

The key is to get in the door of one of the thousands of free adult education classes around the country. Help is waiting, and teachers at local centers will guide adults through the process towards a diploma. PSAs direct viewers to find free adult education classes by visiting FinishYourDiploma.org.

TARGET AUDIENCE:

Adults 25-35 without a high school diploma.



DID YOU KNOW?

- More than 34 million adults ages 18+ do not have a high school diploma.
- Nearly 30% of adults with household incomes at or below the federal poverty line do not have a high school credential.