**Finish Your Diploma Campaign**

**Local Activation Ideas**

**Ideas to Raise Awareness**

Here are some creative and fun ways to increase the dialogue about high school completion and help more students locate programs in their community.

**Online & Social Engagement:**

* Do you know anyone who has a story about going back to finish their high school diploma? Encourage them to share their story on social media with the hashtag #FinishYourDiploma for a chance to be featured on our channels. You can also share by filling out our short form on our [Share Your Story](http://finishyourdiploma.adcouncilkit.org/share-your-story/) submission page.
* Use campaign graphics and videos to promote the topic through your social media channels. You can include messaging found on the Social Media page of the toolkit.

**Join the Campaign:**

* Do you want your organization listed in the campaign’s referral directory? For more information on how to become a part of the National Literacy Directory, please visit [www.NationalLiteracyDirectory.org](http://www.NationalLiteracyDirectory.org). By being a part of the campaign, potential students will be able to find your center through the campaign website, texting program, and the hotline below.
* Promote the Toll-Free hotline (1-877-389-6874). Dollar General Literacy Foundation maintains this hotline 24/7 in English and Spanish to help answer questions about the high school equivalency process and help finding centers nearby.
* Share information on your center and the campaign through newsletters and blog posts with the language found in the [Spread the Word](http://finishyourdiploma.adcouncilkit.org/spread-the-word/) page of the toolkit.

**Community Activation Ideas:**

* Show the PSAs during both internal and external events, to help tell the story of High School Equivalency graduates.