



High School Equivalency Campaign Fact Sheet Finish Your Diploma

Campaign Sponsor: Dollar General Literacy Foundation
Volunteer Media Agency: BBH USA, Starcom, McKinney

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.

New PSAs celebrate graduates and their hard work to help inspire the 34 million American adults who have yet to complete high school. By showing that when you graduate, you can have a positive impact not just in your life, but your families', the PSAs encourage adults and their loved ones to seek out the help that is available through free adult education classes around the country. Since 2010, the campaign has helped connect more than 1.8 million people in all 50 states find free adult education classes so they can earn a GED or other high school equivalency credential.

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:

Pursuing a high school equivalency degree can seem like a large and daunting endeavor, but it can make a huge difference in a person's life. And not just for themselves, but also for their loved ones. Featuring real families, the new "When You Graduate, They Graduate" creative aims to inspire adults to see that achieving a high school diploma can open the doorway to opportunities for both the adult who graduates and their children.

The key is to take the first step at 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 25-45 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.