



Promotional Toolkit

Use this social media copy to help spread the word about the GradNation State Activation Initiative. Follow America's Promise on Twitter at [@AmericasPromise](https://twitter.com/AmericasPromise) and on Facebook at facebook.com/americaspromise.

SAMPLE NEWSLETTER TEXT

America's Promise & Pearson's GradNation State Activation Initiative Awards \$600K in Grants

The GradNation State Activation initiative bolsters organizations with innovative approaches to increase U.S. graduation rates. Learn more about state-level efforts to increase graduation rates and close gaps – and join a learning community to increase graduation rates in all states. <http://bit.ly/1KheeTG>

POSTS FOR FACEBOOK

Learn how organizations in Arizona, Massachusetts and Minnesota are creating innovative approaches to increase U.S. graduation rates through the GradNation State Activation Initiative, a three-year collaboration between America's Promise Alliance and Pearson. <http://bit.ly/1KheeTG>

POSTS FOR TWITTER

.@AmericasPromise & @Pearson award 3 orgs \$600K in grants for the #GradNation State Activation Initiative. <http://bit.ly/1KheeTG>

Learn about @Pearson & @AmericasPromise's #GradNation State Activation Initiative to promote statewide innovation. <http://bit.ly/1KheeTG>

.@AmericasPromise & @Pearson Award \$600,000 in Grants to Increase High School Graduation Rates. #GradNation <http://bit.ly/1KheeTG>

Send a Congratulatory Tweet to the Grantees

Congrats to @maschoolsk12 #GradNation State Activation Grantee selected by @Pearson & @AmericasPromise <http://bit.ly/1KheeTG>

Congrats to @MNYouth #GradNation State Activation Grantee selected by @Pearson & @AmericasPromise <http://bit.ly/1KheeTG>

Congrats to @WestEd #GradNation State Activation Grantee selected by @Pearson & @AmericasPromise <http://bit.ly/1KheeTG>

