

A NATIONAL CAMPAIGN TO CONNECT EMPLOYERS WITH OPPORTUNITY YOUTH



Grads of Life is a national PSA, TV, radio, and print ad campaign designed to transform employers' perceptions of opportunity youth and call businesses to act. The campaign showcases young adults with atypical resumes and unique talent, who bring determination, resilience, and loyalty to forward-thinking employers. The comprehensive, integrated communications initiative is being distributed across a full range of traditional and digital media.

The **Grads of Life** website (GradsOfLife.org) is an online resource that provides employers of all sizes with the resources and tools they need to learn more, invest in, and customize pathways to work within their companies, including: training, mentoring, internships, and hiring support for young adults ages 16-24.

Grads of Life was developed by a coalition of organizations including: Year Up, the Employment Pathways Project, ConPRmetidos, MENTOR: The National Mentoring Partnership, the New Options Project, Opportunity Nation, Young Invincibles, and Public Private Possibilities, in partnership with the Ad Council and Arnold Worldwide.

How Can I Leverage the Campaign and Website?

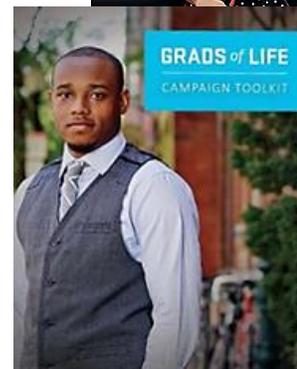
As committed leaders, partners, and connectors, your energy and expertise will propel employers across the country to take action and to consider young adults as a reliable source of skilled workers. Here's how you can leverage the *Grads of Life* campaign and website to support your organization's goals today:

SPREAD THE WORD:

- **Broadcast** *Grads of Life* social media posts (Twitter, Facebook, LinkedIn).
- **Offer** new resources to your professional network by disseminating the *Grads of Life* campaign toolkit found at gradsoflife.adcouncil.org.
- **Deploy** a campaign e-announcement to your networks by downloading an email template and other easy-to-deploy content at gradsoflife.adcouncil.org.
- **Enhance** your convenings of employers and partners with fully designed, ready to use content and collateral from the campaign and website to spur your community to action.

BE FEATURED:

- **Share** your employer success story on <http://gradsoflife.org/success-stories/>
- **Showcase** your partner organization in the Partner Directory by filling out an application at <http://gradsoflife.org/get-involved/partner-application/>
- **Recommend** new resources for the *Grads of Life* website by visiting <http://gradsoflife.org/get-involved/>



For more information, contact the **Grads of Life** campaign at info@gradsoflife.org.