### National GEAR UP Week Cheat Sheet

#### Schools

**FOCUS ON STUDENT DREAMS**

National GEAR UP Week is a great opportunity to ask students to articulate and share their college and career aspirations. This creates momentum for our work and creates many formal and informal teachable moments. Create a **DREAM WALL** where students post their dreams; host a **BALLOON RELEASE**; or create a **DREAM CHAIN** in classrooms that create connections between students.

**LEVERAGE SCHOOL-WIDE ACTIVITIES**

Have a big, annual school-wide event planned? Implement it during GEAR UP Week and get extra bang for your buck. Host a **COLLEGE PEP RALLY**; have a college **SCAVENGER HUNT**; or host a **COLLEGE TRIVIA** competition. Get teachers and administrators telling their stories and sharing their experiences!

**EMPOWER THE STUDENT VOICE**

Help students find the power in their stories. Create a school-wide **#IHeartGEARUP CAMPAIGN** on social media; create a **VIDEO COMPETITION** about why college matters; have students write **LETTERS TO THEIR FUTURE-SELVES** about what they hope to achieve in school, college and beyond!

#### Communities

**ENGAGE THE COMMUNITY**

Consider how your local and regional GEAR UP outreach and partnership work can be timed to coincide with National GEAR UP Week. Use the week to **REACH OUT TO FAMILIES** through workshops, dinners, and weekend programs; engage the **FAITH-BASED COMMUNITY** to provide workshops after service; or create a forum for **BUSINESS LEADERS** to discuss the importance of education.

**SPREAD THE WORD ABOUT GEAR UP**

It’s imperative that the public understand the why and how we do what we do. Create a poster for **ORGANIZATIONS AND BUSINESSES** to show their support; work with your public relations office in your district or institution to **INVITE MEDIA COVERAGE** for your events; **WRITE AN OP-ED** in your local paper; send out a **PRESS RELEASE**.

**GET PEOPLE TALKING**

Too often we talk about education in abstract terms or in a national context. Help people get the local conversation by sharing research on the local situation and host a **DID YOU KNOW?** campaign on social media; have your students **CREATE A DOCUMENTARY**; and engage your **PUBLIC BROADCASTING** to illustrate local stories.

#### Governments

**SHOWCASE LOCAL ISSUES & LEADERS**

As they say, all politics is local. GEAR UP Week is a great time to highlight your local needs, efforts, and position your leaders in visible ways to address issues of college readiness. Get GEAR UP on your **SCHOOL BOARD’S AGENDA**; host a forum between local **K12 & HIGHER EDUCATION** leaders to discuss shared challenges and opportunities; **INVITE YOUR MAYOR** to speak at your school events.

**GET A CITY OR STATE PROCLAMATION**

While there will be a national proclamation from the U.S. Congress and the Secretary of Education, get your local leaders involved and ask them to formally **PROCLAIM SEPTEMBER 23-29, 2018 GEAR UP WEEK** in your city. Partner up with other GEAR UP programs in your state and get your governor to proclaim it statewide as well!

**REACH OUT TO YOUR MEMBERS**

Since your House and Senate members are the ones responsible for GEAR UP, we can’t leave them out of the fun. Reach out and **INVITE YOUR MEMBERS TO SPEAK** at your rally or forum; have students **WRITE LETTERS OF APPRECIATION**; and encourage members to **PARTicipate IN YOUR SOCIAL MEDIA CAMPAIGN**.
GEAR UP Week Planning Sheet: Walk Though One Potential Activity

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<tr>
<th>Goals (Your Desired Outcomes)</th>
<th>Audience (Who You Want to Affect)</th>
<th>Our Capacity (Your Known Assets, Partners, Strengths)</th>
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<th>Activities (How You’ll Achieve the Goal)</th>
<th>Milestones &amp; Timeline (Key Requirements &amp; When You’ll Get It Done)</th>
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