

June 2, 2016

The following was sent to the listserv.



New marketing materials available!

Thanks to Hancock County's Jackie Robertson, we have some new marketing materials!

Jackie requested something that was seasonal that may motivate folks to come in during the summer, perhaps something that addressed wanting to go on a summer vacation but not be financially capable of doing so.

This is what came from this request:

The poster features a beach scene with waves crashing onto the shore. At the top, the text "Turn your dreams into reality..." is written in a bold, orange font, with "... Learn more to earn more!" below it in the same style. A white text box in the middle contains the message: "Tired of not being able to take summer vacations because you can't afford it? Those who earn a GED diploma earn an average of more than \$9,300 more per year than non-graduates - and it only goes up from there!" Below this, the word "DREAM" is written in large, black, hand-drawn letters on the sand, with an arrow pointing to the right. At the bottom, a red-bordered box contains the text: "We can help you build your skills for credentials, college and career - so you can turn your dreams into reality!" followed by "Our FREE classes can help you build your skills to:" and a list of bullet points: "• Earn GED® diploma • Prepare for college/training", "• Earn NCRC (National Career Readiness Certificate)", and "• Earn Kentucky Essential Skills Certificate • And much more!". Below the box, it says "Contact us today to get started!" in a bold, orange font.



Materials with this theme are [available here](#), under the header "Dream Vacation":

- 8.5 x 11 Poster
- Half-page fliers
- Facebook cover photo

Is there something with this theme that you would like that isn't posted (i.e., postcards)? If so, just say the word, and I'll create them.

Also, if you ever have an idea of something you'd like for me to create to help you with marketing/recruitment, please share! I'll make it happen, and everyone else in the state will benefit from your brilliance.

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