



Best Practices: Marketing A4L and REALTALK

Host, Present, and Connect

- Host an event to market A4L and help students (movie night, bonfire, lunch bunch, bowling night, etc.).
- Host or assist with a freshman orientation to market A4L.
- Present at staff meetings and ask staff members to reach out to students who may benefit from A4L resources.
- Present at PTO, PTA, or other parent meetings to market A4L.
- Connect with other clubs to be able to share A4L's mission.
- Connect and collaborate with teachers of elective classes or other support staff to find out about students' needs.

Create, Serve, and Support

- Support sports teams or participants in other extracurricular competitions by sharing goodies. (e.g., a bottle of water/candy/snacks/quote).
- Create posters to support sports teams or participants of other extracurricular competitions (display at ball games, quiz bowl, debate team, plays, etc.).
- Support other clubs and organizations with their service projects.
- Be seen at school events to encourage and support other youth (academic or extracurricular).
- Create your own A4L T-shirts to wear at special events.
- Support your school's state testing coordinator(s), testing staff, and other youth who are testing. (e.g., bottles of water/candy/snacks/quotes).
- Give away free stuff displaying the A4L logo or positive messages (bumper stickers, bookmarks, key chains, lanyards for car keys, car air fresheners, stickers for laptops and devices, soap, textbook covers, etc.).
- Provide your own staff appreciation event or serve at one.
- Offer support to set up, serve, or tear down during school events hosted by faculty or other clubs and organizations (prom, homecoming, dances, pep rallies, award ceremonies, half-time events, etc.).

Market and Increase Participation in REALTALK

- Create your own A4L social media presence for your school to market A4L and share REALTALK dates, times, and topics.
- Host or assist with a freshman orientation to market A4L and lead a REALTALK.
- Create bold and colorful flyers to post around your school to share information about upcoming REALTALK dates, times, and topics.
- Ask your school and district's social media broadcasters to post about your REALTALK events.
- Send emails out to parents to explain A4L and the purpose of REALTALK.
- Post the success of your REALTALK on social media and encourage students to leave reviews on posts.
- Ask social media influencers at your school to share your A4L club's social media posts and REALTALK invitations.
- Present at staff meetings and ask staff to reach out to students who may benefit from REALTALK.
- Host an event and begin it with REALTALK (movie night, fun run, bonfire, lunch bunch, bowling night, banana split or ice cream social, service project, etc.).
- Ask all Team Leaders to bring a friend to REALTALK to increase participation.
- Create a blog to share information and successes about your A4L club and upcoming REALTALKs.
- Create a catchy statement for the morning announcements regarding the date/time/topic of a scheduled REALTALK.
- Set up an informational booth at school events to explain the purpose of REALTALK and publicize any regularly planned REALTALKs (ball games, Club Fair, Parent Night, Freshmen Orientation, Open House, etc.).
- Ask the administration to have your REALTALK dates/times posted on your school's website calendar.
- Advertise your Homework REALTALK events in the areas near your school's tutoring centers.
- For REALTALKs related to homework, ask other educational clubs such as the Science Club, Math Club, Foreign Language clubs, or Literary Club to share your event.
- Entice your peers by publicizing your REALTALK as it pertains to a national holiday or special observance. The website [National Today](#) can be helpful (see examples below):
 - Compliment Day (Jan. 24) – Making Friends or Bullying
 - National Self Check Month (all of Feb.) - Healthy Body
 - Month of the Military Child (all of April) - Reintegration, Deployment, or Fear
 - Great Outdoors Month (all of June) - Healthy Body
 - Emotional Wellness Month (all of Oct.) – Healthy Body, Reintegration, Deployment, or Fear
 - National Family Stories Month (all of Nov.) –Moving, Divorce, Grief, Reintegration, or Deployment
 - Learn a Foreign Language Month (all of Dec.) - Moving or Homework