

## **GED® Achievement Campaign**

**Campaign Sponsor:** Dollar General Literacy Foundation

### **CAMPAIGN OBJECTIVE:**

Motivate high school dropouts to pursue a GED® diploma and connect them with information that will help get them started.

### **BACKGROUND:**

Data shows that students who drop out of high school tend to earn less and have a lower quality of life. Many high school dropouts must work multiple jobs to support their family – and without a GED® they tend to get the lowest paid and least stable jobs. While most understand that they need to get their GED®, what they really need is information on how to get started.

GED® Achievement PSAs have helped connect over 600,000 people to free test-prep classes in their area since the campaign launched in 2010. This includes more than 550,000 people who have searched for free classes on YourGED.org, as well as nearly 100,000 calls to the campaign hotline coming from all 50 states. Through the new Skip The Drama PSAs, the campaign hopes to build on this success and connect even more people with the resources they need to get their GED® diploma.

### **CAMPAIGN DESCRIPTION:**

Not having your GED® causes unnecessary drama in your life. Situations that seem normal and mundane can become nerve-wracking and intense when the question of education is raised. However, when you have your GED® diploma, you skip the drama – your life doesn't need to be on hold, and you can move toward a better future for you and your family. The campaign encourages viewers to find free classes in their area by visiting [YourGED.org](http://YourGED.org) or by calling 1-877-38-YOURGED.

**TARGET AUDIENCE:** Adults mid to late 20's, high school dropouts.

**LAUNCH TIMING:** August 2014

### **DID YOU KNOW?**

- More than 37 million adults ages 18+ do not have a high school diploma.
- Nearly 30% of adults with household incomes at or below the federal poverty line do not have a high school credential.



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### **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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