



THE CONGRESSIONAL AWARD

MEMBER OF CONGRESS - SCHOOL PROMOTION TOOLKIT

PRESENT THE CONGRESSIONAL AWARD

Honoring Congressional Award recipients in front of their peers and supporters is the best way to promote the program. Award presentations can take place at a **school**, coinciding with an **awards banquet** or simply a scheduled visit while in the state/district.

CONNECT WITH ADULT MENTORS

Connect with Congressional Award Advisors or school faculty/staff members who help youth in the program. Adult mentors play an instrumental role in introducing the program and serving as a resource for youth pursuing The Congressional Award.

MENTION THE PROGRAM AT LOCAL FORUMS

Use **education fairs**, back to school nights, award banquets, and college/job fairs to **introduce the program to your constituents**. Have the Member of Congress or staff member attend events and utilize our **informational presentation** and print materials.

SEND A NEWSLETTER/PRESS RELEASE

Write a press release, **add The Congressional Award to your website**, and incorporate the program into your routine **newsletters/publications**.

VISIT SCHOOLS

When visiting schools in your state/district, promote The Congressional Award to faculty, staff, students, and parents. It's the perfect program to reference during a **classroom discussion or assembly**. Provide the **School Toolkit** to your point of contact within schools.

DESIGNATE A STAFF LIAISON

Encourage your legislative/educational assistant, field representative, or appropriate staff member in D.C. or the state/district to serve as a Congressional Award liaison to both schools and our National Office.

For more information about The Congressional Award, please visit www.congressionalaward.org or contact us at information@congressionalaward.org or 6-0130.