

Guide to Supporting the Campaign to Double the Investment in CTE

Step 1

Make Targeted Outreach to Employers

- ✚ The first step is to reach out to employers and advocates in the CTE Community to encourage them to sign on to support campaign.
- ✚ We need employers from small to large companies, in every industry and state, to help us build support for the future of CTE.

Step 2

Spread the Word

- ✚ Public understanding of CTE is still catching up from the 90s and a time when CTE was not as strong as it is today. Help spread the word: high-quality CTE equal high-paying jobs.
- ✚ Visit the [campaign page](#) to find a one-pager, a social media Toolkit with sample tweets, graphics, email language, and more to help you communicate the importance of CTE.
- ✚ Share the campaign social media influencers, persons affiliated with the press, and thought-leaders.
- ✚ Follow and retweet the campaign on Twitter @DoubleCTE.

Step 3

Continue Supporting the Campaign

- ✚ Let us know why you think it's important to double the federal investment in CTE. Submit a short video, blog or testimonial to ISupportCTE@careerte.org.
- ✚ Let us also know if you or someone from your team would like to participate in future cross-state collaboration calls to maximize existing strategies and expand the campaign's impact.