**Rethink Adult Ed Challenge**

**Sample newsletter, web, and social media content**

Please see the other attachments for sample graphics you may use to accompany your social media posts.

**Sample newsletter and web content**

**New $750,000 challenge is advancing pre-apprenticeships**

The U.S. Department of Education’s [Rethink Adult Ed Challenge](https://www.rethinkadulted.com/?utm_source=state-directors&utm_medium=email-outreach&utm_campaign=launch) invites AEFLA-funded adult education providers to design innovative and high-quality pre-apprenticeship programs — in any industry, anywhere in the United States.

**Submit a preliminary design online by November 25**

Adult education providers interested in entering the challenge should [complete a Stage 1 submission](https://www.rethinkadulted.com/submit/?utm_source=state-directors&utm_medium=email-outreach&utm_campaign=launch) by 11:59 p.m. ET on November 25. The online submission seeks a preliminary design for a pre-apprenticeship program, including a description of the target learners, the adult education and literacy activities the program may provide, and local and national industry needs. To learn more, adult education providers can [join a virtual information session](https://www.rethinkadulted.com/october-15-virtual-information-session/?utm_source=state-directors&utm_medium=email-outreach&utm_campaign=launch) on October 15.

**Multistage challenge will offer virtual resources and expert support**

Finalists selected to join Stage 2 will have access to virtual resources and support to help them refine their designs and develop program proposals. The grand-prize winner will be awarded $250,000, and up to five runners-up will each receive at least $100,000.

Learn more about the [Rethink Adult Ed Challenge](https://www.rethinkadulted.com/?utm_source=state-directors&utm_medium=email-outreach&utm_campaign=launch). To receive updates, [subscribe to the challenge newsletter](http://eepurl.com/gWWsUb) and [follow Ed Prizes on Twitter](https://twitter.com/edprizes).

**Sample Tweets**

*Option 1*

#AdultEducation providers, help prepare adult learners for #apprenticeships and beyond. @usedgov’s $750,000 #RethinkAdultEd Challenge aims to advance innovative pre-apprenticeships. Preliminary program designs are due November 25: <https://www.rethinkadulted.com/?utm_source=statedirector-short&utm_medium=social&utm_campaign=launch>

*Option 2*

The $750,000 #RethinkAdultEd Challenge invites #adulted providers to design innovative and high-quality pre-apprenticeship programs — in any industry, anywhere in the United States. Register for the October 15 virtual information session to learn more. <https://www.rethinkadulted.com/october-15-virtual-information-session/?utm_source=statedirector-short&utm_medium=social&utm_campaign=launch>

**Sample Facebook and LinkedIn posts**

*Option 1*

#AdultEducation providers, help prepare adult learners for #apprenticeships and beyond. The @U.S. Department of Education’s $750,000 #RethinkAdultEd Challenge aims to advance innovative pre-apprenticeships.

Enter online by November 25. The multistage challenge offers expert support, virtual resources, and $750,000 in cash prizes. <https://www.rethinkadulted.com/?utm_source=statedirector-long&utm_medium=social&utm_campaign=launch>

*Option 2*

The $750,000 #RethinkAdultEd Challenge invites #adulted providers to design innovative and high-quality pre-apprenticeship programs — in any industry, anywhere in the United States.

Up to 100 finalists will receive access to a range of digital resources — such as case studies, activities, and webinars with subject matter experts — to help them refine their program designs. Register for the October 15 virtual information session to learn more. <https://www.rethinkadulted.com/october-15-virtual-information-session/?utm_source=statedirector-long&utm_medium=social&utm_campaign=launch>