



Educate & Advocate!

Adult Education & Family Literacy Week

AEFL Week 2025 Spark Sheet

10 Bold Ways to Lift Adult Education this September

Use this list to spark ideas for your program, classroom, or personal advocacy. Whether you have one hour or a full week, **you can make a powerful impact.**

60-Second Story Slam

Host a virtual or in-person mini-event where learners and educators share short, punchy stories about why adult education matters. Record and share clips all week long.

➡ *Tag @COABEHQ and submit videos for a chance to be featured in the national student story collection.*

Pop-Up Advocacy Station

Set up a simple table in your school, library, or local event space where people can write postcards to decision-makers, take the Educate & Elevate America Pledge, or scan a QR code to learn more.

➡ *Download the [COABE AEFL Week Toolkit](#) and pledge link at coabe.org/advocacy.*

Community Vision Wall

Cover a hallway or virtual platform with learner dreams. Ask: *What does your future look like because of adult education?* Display photos, words, or artwork.

➡ Use COABE's [Learner Success Stories](#) to help you generate prompts and a fun layout for your stories.

Bold Moves Challenge

Challenge your program (or yourself!) to complete 5 actions in 5 days. Examples: make a social post, email a local reporter, invite a legislator, attend a webinar, tell a friend.

➡ Download the AEFL Week Action Tracker from [COABE's AEFL Week](#) page to follow your progress.

Invite a VIP to Class

Host a local official, employer, or school board member for a short class visit or AEFL Week chat. Let them hear directly from learners—and see the impact.

➡ Use COABE's [Meeting Request Templates and Talking Points](#) from the [AEFL Week Toolkit](#).

Chalk It Up

Use chalk or window markers to share positive messages about adult education in public spaces: sidewalks, windows, campus entrances (with permission). Keep it bold, hopeful, and visible.

➡ Include phrases from COABE's [AEFL Week Toolkit](#) for consistent language.

Phone Booth Storytelling

Set up a quiet corner (or Zoom breakout) where learners can record short audio messages about what adult education means to them. Compile them into a reel or share one a day.

➡ *Share clips on social media and tag COABE for increased visibility.*

"Then and Now" Photo Series

Ask learners or alumni to share a before-and-after image—what life looked like before adult ed and where they are now. Pair with a one-sentence caption.

➡ *Use COABE's "Faces of Adult Education" template to format your posts.*

#WhyIShowUp Campaign

Invite educators and learners to post or share why they show up to class, to teach, or to lead. Use a shared hashtag or print responses for a wall display.

➡ *Use [COABE's AEFL Week Toolkit](#) to find hashtags for your photos or reels.*

Flood the Feed Friday (September 20)

Coordinate a campaign where everyone—educators, students, alumni—posts their AEFL Week message at once using a shared hashtag. Aim to flood your program's feed with pride and purpose.

➡ *Join COABE's coordinated national push by using the official AEFL Week [social media graphics](#) and sample posts.*