



The Better Make Room movement is designed with one goal in mind: Getting young people to continue their education after high school. A supporting campaign for the First Lady's Reach Higher initiative, Better Make Room elevates college students to the level of celebrities and says to the world, "These young people are about to do something great. We Better Make Room."

As an educational organization, your participation can help your students see the bright future in store for them and take ownership of the next chapter in their story. Their stories can serve as beacons for their peers across America.

**You're already on the front lines of this mission. Here are some ways you can join with others to engage your students with the help of the White House and Civic Nation.**

- **Form a Better Make Room club at your school.**

Creating a Better Make Room club can help your students participate in the process of applying to college and inspire their peers to chart their own path to future success. The club could host a FAFSA education night, hold a summer job fair, invite local mentors to meet with students and offer resource nights where they can meet with counselors.

- **Join the conversation.**

Speak up about the future of education on your social networks. Ask your students to stake a claim in their future by making a commitment to higher education. By using the hashtag #BetterMakeRoom, your stories will be pulled into the bigger conversation happening at BetterMakeRoom.org, bringing attention to your students, your school and your impact on education.

- **Promote Better Make Room on your channels.**

Customize your social media profiles to show your support and rally your employees/team/staff to do the same. Consider including information about Better Make Room in your newsletter and other communications and add a link to BetterMakeRoom.org on your website to show your support. Download the Partner Assets kit with all you need for your design team to create custom Better Make Room social graphics for your organization.

- **Host a Better Make Room event.**

Get people talking by holding a Better Make Room event at your school. Download the Partner Assets and grab the event kit with in-depth information about Better Make Room and ideas to kick things off. Host a rally, hold a panel discussion or just escort young people to local colleges for yours—no matter what you do, you'll help young people get excited about higher education.

- **Participate in the mural project.**

Large-scale murals will begin going up in cities across the country, showcasing both Better Make Room and the local artists interpreting the initiative's messages. Donate a wall, create a mural or encourage your community to create works of their own.

Together with our partners, we'll bring the excitement, the challenge and the achievement of a college education to young people across the country. **Can we count you in?**