



STRONG *women* STRONG *futures*

CHANGING HER STORY

OUR GOAL

For more women and girls to see postsecondary education as a real and viable option for them and ultimately enroll.

CHANGING THE NARRATIVE AROUND POSTSECONDARY EDUCATION FOR WOMEN

The real adventure begins after high school. Young women have the freedom to choose what their future looks like through education. Whether it's taking classes at a community college, getting a certificate from a technical school, or attending a four-year college, education opens doors.



625 MARKET STREET
SUITE 1300
KNOXVILLE, TN 37902

(865) 394-9701

WOMENSFUNDET.N.ORG



Having a postsecondary education can lead to economic security: higher income, more stable employment, and job benefits for our women and girls.

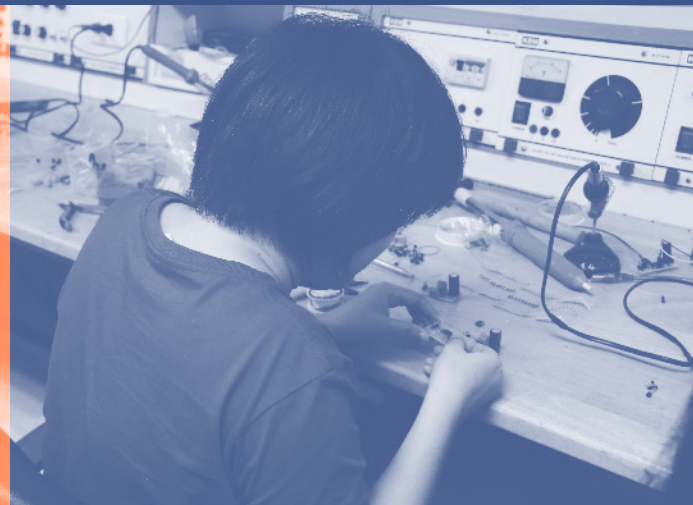
The Women's Fund of East Tennessee Network is working to change the narrative in our region so that girls, women, and caregivers feel supported and encouraged to pursue a postsecondary education.

WHY IS THIS EFFORT IMPORTANT?*

Nearly *1 in 6* women in Tennessee live in poverty.

Half of Tennessee families depend on a female breadwinner.

Working women in Tennessee are *twice* as likely as men to have a low-wage job.



* Based on Think Tennessee Research.

OUR APPROACH

Changing narratives requires a strategic communications initiative. The Network is implementing its initiative in five phases:

RESEARCH

MESSAGE DEVELOPMENT

MESSAGE TESTING

GRASSROOTS DEPLOYMENT

MEASUREMENT AND EVALUATION

As a group, the Network has completed extensive message research and testing through interviews, surveys, and focus groups to understand the current narrative and determine the most effective messages to reach the girls, young women, and caregivers the Network serves. Each organization is deploying these messages and engaging staff, spokespeople, and partners in using the campaign messages in their work.

WHAT WILL DEPLOYMENT LOOK LIKE?

- Training staff on how to use the campaign messages when working with girls, women, and caregivers.
- Recruiting and training new partners to help spread the campaign messages.
- Recruiting and training spokespeople who can share their stories to inspire girls, women, and caregivers to consider postsecondary education.
- Holding events to help girls, women, and caregivers take concrete steps toward a postsecondary education.
- Developing a dedicated website and materials that others can use for information, involvement, and to spread the word.



WHO IS THE WOMEN'S FUND?

The Women's Fund is a 501(C)(3) public charity and supporting organization of East Tennessee Foundation, serving 25 counties. Our role is to research and provide grants that eliminate barriers for low-income women and girls. We advance and advocate for policy changes in education and violence against women, respectively. Additionally, the Women's Fund is providing the Network with funding and technical support to make this effort a success. The Women's Fund coordinates all Network meetings, maintains regular communication, and develops resources and tools to support the Network.

WHO IS INVOLVED IN THE NETWORK?

The Network includes nonprofits in the East Tennessee region including:

Boys & Girls Club of Elizabethton/Carter County

Boys & Girls Clubs of the TN Valley

Centro Hispano

Children's Center of the Cumberlands

Girls Inc. of the TN Valley

Project GRAD Knoxville

The Restoration House

YWCA of the TN Valley