



Connect academics with the real world and Make Learning Stick.

Education can open the door to opportunity, letting students dream bigger, reach higher and go further. Unfortunately, in our current system, too many young people are disengaged and lagging behind. They're not absorbing what they're taught and they lack the critical college and career-ready skills they need to succeed in school, work and life.

New Day for Learning is a new vision for education in America that seeks to re-imagine how, when and where young people learn. In a *New Day*, education isn't just what happens in school: it's taking place afterschool. In the summer. On the job. In the community. Online. And whether we are teachers, parents, business leaders, members of the community or elected officials, we all have a role to play in learning.

A NATIONAL CAMPAIGN FOR NEW DAY FOR LEARNING

What is Make It Stick?

To advance the *New Day* vision, the Charles Stewart Mott Foundation launched a new social marketing campaign, called Make It Stick.

The goals of the Make It Stick campaign are simple: bring a *New Day for Learning* to life by showing what is already happening—and working—in communities across the country, and provide steps that we can all take to make the *New Day* vision a reality.

The centerpiece of the campaign—MakeltStick.org—tells positive stories through videos, blog posts, case studies and other resources.

MakeltStick.org also provides advocates with messaging, research and outreach tools that can help them make the case for expanded learning opportunities that provide:

- More young people with engaging learning opportunities tied to academics
- More collaboration between schools and communities
- More structure at the state level supporting innovation and improvement
- More research on what works
- More of what makes learning stick

How Make It Stick Can Help You

Make It Stick highlights and supports the critical role everyone plays in ensuring young people are prepared with the academic knowledge and skills they need to succeed by:

- Telling stories through videos, blog posts, case studies and other resources from the after-school community.
- Providing messaging, research and outreach tools that can help make the case for expanded learning opportunities.

How You Can Help Make It Stick

- **Share.** Our stories and resources will help build the Make It Stick community, raise awareness about our great work and help others across the country make learning stick.
- **Contribute to Sticky Notes.** Write or ask a community partner to write a brief 500 word or less post to get the word out about how learning sticks.
- **Host the Brain.** Get the word out by hosting a Make It Stick web button on your website.
- **Be a Fan.** Become a fan on Facebook to share stories and connect with others across the country who make learning stick.
- **Stick With It.** Sign-up for monthly updates.