
5 Ways to Promote Your Official SAT Practice Ambassador Program

Now that you've started an Ambassador program on campus, get the word out about it to your students, parents, and local community! Here are five ideas to help you get started:

1. Send out a press release.

Find the email address for the local education reporter in your city and send a press release about the new program. You can find a press release template to use in the [Educator Toolkit](#).

2. Feature the Ambassador Program in the next newsletter.

Does your school send newsletters to parents and/or students on a regular basis? If so, see if you can include a blurb about the Ambassador Program in the next newsletter. You can find sample newsletter features in the [Educator Toolkit](#).

3. Talk about the Ambassador Program at the next Parent Night.

Consider sharing information about the Ambassador Program the next time parents are on campus for a Parent Night or Back to School Night. Parents may want to encourage their students to participate and will be happy to know about the school's commitment to supporting students on their path to college.

4. Put up flyers about the program on campus.

Find prominent places on campus to place flyers about the Official SAT Practice Ambassador program. These flyers will help raise awareness for the program among students and will help drive more sign-ups. You can find a ready-to-print flyer in the [Educator Toolkit](#).

5. Ask the College Counseling office to promote the program.

The Ambassador Program will be especially beneficial to students who are planning to attend a four-year university after graduation. Consider sharing some information about the program with your College Counseling department and ask them to pass out program flyers to students they meet with who are looking for SAT practice or leadership experience.