



SkillUp Coalition

Worker Outreach Toolkit





COVID-19 has pulled the rug out from under America's frontline workers; the SkillUp Coalition was founded to help them secure the bright future they deserve.

SkillUp.org is a new nonprofit coalition dedicated to helping COVID-impacted workers get rehired for in-demand jobs in high-growth industries.

With more than 30 of the world's leading training and education providers, employers, technology companies, job readiness nonprofits, and philanthropies, the coalition is an urgent response to a crisis that has upended the livelihoods of more than 40 million Americans.

At our core, we offer a free tool to help laid-off and furloughed workers learn about high-growth career paths that are a good fit for them, access free or low cost training, and connect to open, in-demand jobs. Our goal is to help frontline workers build new skills that help them thrive in the economy of tomorrow.

We're working to make sure every worker who can benefit from SkillUp.org knows about our new, free service. We are deeply grateful for your help in spreading the word! This toolkit was designed to make it easy for you to do so.

SELECT PARTNERS INCLUDE:





How SkillUp Works

SkillUp is a unique 501(c)3 non-profit coalition that brings together a world-class network of category leaders—all focused on addressing the urgent needs of frontline workers today.

We help workers explore and prepare for high-growth career paths through a three-phase approach:

- + **Career Navigation** – Provide access to tools and link to trusted coaching resources to guide workers in choosing a career path aligned with changing labor market needs.
- + **Training programs** – Support learners in finding programs that match their career goals and, in time, provide financial support to cover tuition costs.
- + **Job opportunities** – Surface current openings that match workers' career aspirations and support them in landing a new role.

We recently launched, and to begin, we are focused on jobs in the growing fields of healthcare, technology and business, with plans to continue adding more industries in the days ahead.

The Organizations that Power SkillUp

The SkillUp Coalition brings together a world-class alliance of leaders in their fields. Our partners are contributing significant time, energy, and resources to provide the best upskilling opportunities to COVID-impacted workers. They fall into five primary categories:

- + **Hiring employers** – Employers that are connecting SkillUp's training programs to in-demand jobs, or offering temporary employment to keep workers financially stable while they re-skill.
- + **Education and training providers** – Learning institutions with a track record of helping working students access high-growth careers through short and job-aligned programs.
- + **Technology and content partners** – Organizations whose services help impacted workers manage the immediate crisis of unemployment, access high-quality re-training and re-employment opportunities, and make informed choices about their careers.



- + **Career success nonprofits** – Thought leaders, advocacy groups and leading community-based organizations that work 365 days a year to help workers open prosperous new chapters in their careers.
- + **Philanthropy** – Foundations that provide “last-dollar” funding to ensure workers can access high-quality learning programs and coaching without taking on debt, as well as help underwrite SkillUp’s operations.

You can see our full partner set at <https://www.skillup.org/partners/>.

Connecting with Workers

We have just launched a robust direct-to-worker outreach strategy. However, we must also reach workers through partnerships with organizations they trust and look to for guidance — including companies that have furloughed employees, nonprofits that serve disinvested communities, government agencies including Workforce Investment Boards, local Chambers of Commerce, and any others who can help get the word out.

That’s where you come in.

What follows are a set of sample assets designed to make it easy for you to share SkillUp.org with workers who can benefit from it. A few notes to consider:

- + We’re especially interested in connecting with frontline workers who have been laid-off or furloughed through email, intranet/resource pages and social media outreach. We welcome any help you can lend to share SkillUp.org — a new free tool especially for COVID-impacted workers — with those who need it most.
- + [Here](#) you’ll find a set of sample graphics that can be used for outreach. Sample copy is included on the following pages and you’re more than welcome to modify any of these messages to reflect your organization’s authentic voice and tone.
- + For any social media outreach, we’d be so grateful if you could tag @SkillUpCoalition (on all platforms, except Twitter where we’re @SkillUpOrg). This will help build credibility for our social accounts, which are a key tool we’re using to connect with and support displaced workers.

Our website is www.SkillUp.org.



Please Help Us Make SkillUp Better

Our top priority right now is to get COVID-impacted workers clicking around on the site, using the [SkillUp app](#), and sharing their feedback with us — so we can learn from their experience and continue to improve our offering. To that end, we encourage workers and program providers to share input with us at feedback@skillup.org. We just launched, so we'll be adding new features and functionality to SkillUp.org on a weekly basis.

Lastly, while this toolkit is designed to be “self service,” we would be happy to connect with you to explore more tailored partnership opportunities. If of interest, please reach out to SkillUp interim CMO Jason Rzepka at jason.rzepka@skillup.org.

Thank you for your partnership in helping America's frontline workers secure their place in the economy of tomorrow!

Yours,
– The SkillUp team

Sample Social Media Posts



- + Have you been impacted by #COVID19 and need a new job? More than 30 employers, training & education providers, tech companies and nonprofits have come together to help you re-launch your career. Check it out at www.SkillUp.org.

[[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]



- + .@SkillUpCoalition is a new alliance to help workers who lost jobs because of #COVID19 get rehired in high-growth industries. They bring together the best in training & education, employment, technology & nonprofits to help workers get back on their feet. www.SkillUp.org.
[[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]



- + We support the @SkillUpCoalition to help workers impacted by #COVID19 get rehired for in-demand jobs in high-growth careers. We #SkillUpFor better futures for America's workers. What do you #SkillUpFor? www.SkillUp.org
[[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]



- + SkillUp.org is a new free tool to help workers laid off because of #COVID19 get back on their feet. It can help you learn about growing careers, training and open jobs that are a good fit for you! Try it out at [www.SkillUp.org](https://www.skillup.org)
[[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]



- + SkillUp is a new free app to help workers impacted by #COVID19 find open jobs and start a better career. We have more than 30 partners who all want to see America's workers get the support, training and job opportunities they deserve. www.SkillUp.org
[\[Twitter - Instagram - Facebook/LinkedIn\]](#)



- + SkillUp.org is a new free resource to help people who lost jobs because of #COVID19 build new skills and re-launch their careers. Get career guidance, find free and low-cost training and discover employers hiring near you. Give it a try at www.SkillUp.org.
- [[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]



- + Do you want help breaking into a new career field like technology, healthcare or business? SkillUp.org is a new free app built to help workers impacted by #COVID19 do just that. Meet us at www.SkillUp.org.
[[Twitter](#) - [Instagram](#) - [Facebook/LinkedIn](#)]

Sample Email Copy

New Message

Recipients

Subject

[insert appropriate opening / introductory copy]

"If you're looking for work, try a new free online tool from a nonprofit called SkillUp. It was made to help people who lost their job because of the coronavirus. It will show you jobs that are still growing and hiring, even now. You can also get help learning how to do a new job that will advance your career. You can find it at SkillUp.org.

When you use the tool, you first answer questions about your last job and what you like to do. Then you get a list of jobs you can apply for right now. You'll also get a different list of jobs that you might not be able to do now, but that you can learn how to do.

If you want to learn how to do a different job, the tool shows you the right classes to take. Most of them are online and can be completed in 2-3 months. Soon, the tool will also help you find ways to help pay for the classes that cost money (many are free).

SkillUp works from your phone or computer and you don't have to download anything to use it. The tool is new, so it is getting improved all the time. If you use it and have ideas on ways to make it better, please email the SkillUp team at feedback@skillup.org — they want to hear what you think!"

[insert appropriate closing copy]

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Sample Intranet or Resource Center Posting

If you maintain an employee-facing resource center, intranet or other directory — such as Hilton's [Workforce Resource Center](#) — please consider listing SkillUp.org as a resource for workers seeking new jobs and career opportunities:

SkillUp

www.SkillUp.org

A new nonprofit coalition of 30+ employers, training & education providers, tech companies and more to help workers impacted by COVID-19 get rehired for high-growth jobs.

SKILLUP

SkillUp Coalition Members:



The Project on Workforce
at the Harvard Kennedy
School's Malcolm Wiener
Center

