



Partners for Reentry Opportunities
in Workforce Development

Communications Resource

Overview

Getting the word out about PROWD reentry programs—about the people served, the services provided, and the program's intended or realized impact—is critical to raising public awareness about the program, recruiting participants, and maintaining engagement among program partners. There are numerous communication methods and products to accomplish these tasks, including full-length reports, one-pagers, newsletters, and blogs. Similarly, many channels are available to disseminate those products, such as email, websites, and social media platforms. The challenge lies in developing and distributing products that will grab the target audience's attention and spur them to action.

This Communication Resource includes tools to assist PROWD grantees in promoting PROWD programs in the community, recruiting participants, and expanding partnerships. The Communications Resource contains the following:

- A Press Release Template that grantees can customize to describe their unique program components.
- A Glossary of Terms and Definitions to ensure grantees and partners understand the terminology of the workforce and prison systems.
- A Person-First Language resource to help grantees understand the importance of using the appropriate terms to describe formerly incarcerated individuals and help them be more aware of favorable terms when referring to reentry and the reentry population.
- A recruitment flyer template grantees can use for recruiting participants from their states' federal prison partners. The sample recruitment flyer is customizable and can include schedules, training programs, and additional resources available through their programs.
- A customizable partnership recruitment email message to assist with recruiting new organizations into the partnership.

NOTE: Before mapping out a communications plan, PROWD grantees should consider the audience for each product. Identifying the intended audience(s) will help determine which communication products and dissemination channels will be most effective.