

# Promote Your CFLE-Approved Program

These dynamic promotion ideas will help elevate your CFLE-approved program and attract attention from both students and the community!

## 1. Get the Word Out

- Include articles and announcements in local and student newspapers.
- Advertise CFLE approval on your program website and social media.
  - Find creative social media ideas at [ncfr.org/fle-challenge](https://ncfr.org/fle-challenge).

## 2. Collaborate with Admissions

- Work with the Admissions Office to develop promotional materials for students.

## 3. Organize Networking Events

- Host receptions for networking and information sharing.

## 4. Create Wearable Promotion

- Create CFLE and/or FLE apparel like t-shirts and stickers.

## 5. Celebrate FLE Month

- Celebrate Family Life Education Month (February).
  - Join the celebration! Explore ideas at [ncfr.org/fle-month](https://ncfr.org/fle-month).

## 6. Tap Into Student Talent

- Graphic Design majors can help with creating marketing materials.
- Interns can help coordinate events, develop webpages, create social media posts.
- Clubs may have an interest in volunteering to support/promote the program.
- Coordinate a student contest to create the most outstanding FLE infographic

## 7. Host Workshops for Graduates

- Host workshops for soon-to-be graduates on applying for the CFLE credential through NCFR.
  - Use NCFR's "How to Become a CFLE" video or presentation slides at [ncfr.org/become-certified](https://ncfr.org/become-certified).

## 8. Collaborate with Colleagues

- Capitalize on senior staff and faculty who might have wisdom to share.
- Gain new insights and fresh perspectives from junior staff and faculty.

## 9. Use Free Resources

- Order free copies of the CFLE Brochure at [ncfr.org/store](https://ncfr.org/store).

You can find additional resources at [ncfr.org/academic-institutions](https://ncfr.org/academic-institutions). Have other ideas or resources you are willing to share? Please email [cfle@ncfr.org](mailto:cfle@ncfr.org).