

ADULT LITERACY XPRIZE® COMMUNITIES COMPETITION PROLITERACY TEAM TOOLKIT

Support and Instruction to Connect the Apps to Your Learners



BARBARA BUSH FOUNDATION
ADULT LITERACY **XPRIZE**
PRESENTED BY
DOLLAR GENERAL
LITERACY FOUNDATION

**COMMUNITIES
COMPETITION**
Transforming One Million Lives Through Literacy

 **ProLiteracy**®

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WELCOME TO TEAM PROLITERACY!

The XPRIZE Communities Competition

Thank you for joining us in this amazing opportunity! Your learners have FREE access to adult education apps that are proven effective and named finalists in the Adult Literacy XPRIZE competition. The XPRIZE Communities Competition runs from April 1 through August 31, 2019. Teams like ours must work together to transform the lives of thousands of learners across the U.S. through education technology.

If Team ProLiteracy is one of the top winners, prize money will go directly back to programs through the National Book Fund®. The National Book Fund provides adult literacy and basic education programs with educational materials (including apps) to help adult learners gain the basic literacy, math, English, citizenship, and workforce skills they need to thrive in life. Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for [National Book Fund](#) grants distributed.

The four apps deployed during the XPRIZE Communities Competition will be free to team participants who install the apps during the deployment phase (April 1 – August 31) and for one year following the close of the deployment phase. Users must use Team ProLiteracy's code, 1155, during the initial download to be counted. More details are covered in the following sections. You can learn more about the apps and their developers at <https://www.xprize.org/prizes/adult-literacy/teams>. AutoCognita will not be available for download during the competition.

Eligible Participants:

- Eligible participants are aged 18+ who are residents of the United States and have access to a smartphone or tablet running an Android operating system.
- Competition participants can only download the apps on an Android phone or tablet. Downloads on a computer or Apple device will not be accepted for the competition.
- To be counted towards the competition, participants must enter the Team ProLiteracy referral code **1155** at download.
- Programs are not required to verify the literacy level of participants. XPRIZE will not test participants to determine their literacy level.
- The privacy of participants and their personal information is protected and will not be shared with anyone.
- Participants must use at least one app on three separate days to be counted. They can use all four apps if desired, but any usage beyond three days for one app will not be counted toward the competition.
- Participants can be concurrently enrolled in adult basic or secondary education, CTE, or English as a second language courses but are not required or expected to do so.

You can learn more about the competition at the [Communities Competition website](#).

APP DEPLOYMENT

The XPRIZE Communities Competition

The key to successfully participating in the XPRIZE Communities Competition with Team ProLiteracy is fast and efficient app deployment. We have provided full details about all four of the available apps, their areas of focus, features, benefits to learners, and the backgrounds of their developers. We have also included screenshots and videos of the complete app download process and how to use the required Team ProLiteracy referral code, **1155**, when downloading.

The four apps are:

- Learning Upgrade
- Codex
- Amrita Learning
- Cell-Ed

APP DEPLOYMENT RECOMMENDATIONS

1. Familiarize your program instructors, volunteers, and learners with each of the four apps using the information provided in the “App Details” section of this toolkit.
2. Have instructors explain the competition to learners, the benefits of participating, and the support that will be provided by your program, volunteers recruited to help, the apps tech support teams, and Team ProLiteracy.
3. Plan an “onboarding party” where learners can self-enroll together with your support and the support of this toolkit. Everyone should work together to assist learners with downloading the apps on their Android devices using the code **1155**, creating accounts, and moving forward with their first lessons. Make it a fun, enjoyable occasion with music, snacks, and any helpful resources from this toolkit.
4. Emphasize the importance of using the apps and why they are beneficial to learners’ education needs with personalized features, flexibility, and ease of use. It is required that learners use at least one of the apps on three separate days in order to be counted towards the competition. Although it is only required to download and use one of the apps, we encourage you to explore and use all apps because they offer a wide range of benefits for different types of learners at every level.
5. Encourage learners, volunteers, and staff to share information about the competition as well as Team ProLiteracy’s code, **1155**, with friends, family, co-workers, colleagues, or others. Feel free to share Team ProLiteracy’s webpage, proliteracy.org/XPRIZE for all necessary details.
6. Lastly, have fun—this is an amazing opportunity for everyone involved! Let’s transform lives and increase access for learners everywhere.

TEAM REFERRAL CODE

The XPRIZE Communities Competition

Team ProLiteracy’s referral code, **1155**, will provide learners with access to the four available Adult Literacy XPRIZE apps and, most importantly, ensure that XPRIZE is able to track which downloads belong to Team ProLiteracy.

THIS DOCUMENT WILL HELP ENSURE YOU HAVE WHAT YOU NEED TO EFFECTIVELY USE THIS REFERRAL CODE.

DIGITAL DISTRIBUTION

You can distribute the apps to learners digitally, either by providing them with a unique URL (listed below) that will direct them to the app on Google Play. We encourage you to embed the URLs in your digital marketing materials, emails, QR codes, marketing and social media campaigns, and other digital channels. When sending these URLs to learners, be sure to send them so that they can access the URLs on their Android phones or tablets—computer downloads will not count toward the competition.

Linking to this unique URL should automatically populate the downloaded app with Team ProLiteracy’s Referral Code allowing learners to skip that step. If the code is not automatically populated in the app, learners will need to enter the four-digit Referral Code, **1155** (see “Entering Your Referral Code” further below).

You may distribute ONE OR MORE of the four apps to your learners by providing your learners with the appropriate URLs. Again, note that multiple downloads by one learner do not count multiple times. Each learner will be counted once and will be considered a “user” once that learner has accessed any one of the apps on at least once three separate days (including the day of download).

- Learning Upgrade: <https://abc.xprize.org/lu1155>
- Amrita Learning: <https://abc.xprize.org/ac1155>
- Codex: <https://abc.xprize.org/pw1155>
- Cell-Ed: <https://abc.xprize.org/ce1155>

APP DETAILS



Learning Upgrade

Learning Upgrade® is a fun and engaging digital solution to help adult learners accelerate growth in literacy and math skills to succeed in classes, earn a diploma, get a better job, or enter college. Learners can access over 900 English and math CCRS-aligned lessons on their smartphones or tablets, anytime and anywhere. Engaging lessons feature songs, videos, games, and reward certificates. Instructors can track student progress in real time with detailed web-based reports.

FEATURES INCLUDE:

- Engaging lessons filled with songs, videos, and games that move adults step-by-step from the fundamentals to advanced comprehension.
- Ability for adults to earn certificates as they progress through 300 sequenced lessons.
- English, reading, math, and HSE test prep.
- Available from Google Play and Apple App Store.
 - <https://abc.xprize.org/lu1155>
 - <https://web.learningupgrade.com/>

LEARNERS WILL:

- Engage in lessons on phonics, decoding, vocabulary, grammar, writing, listening, math, and more.
- Build literacy skills through engaging songs, videos, games, and rewards.
- Practice problems accompanied by immediate intervention and remediation with multimedia supports.
- Repeat lessons until they master them, earning a gold certificate when they become proficient in each standard's benchmarks.
- Rapidly advance to NRS, CASAS, TABE levels.
- Qualify for HSE and CTE programs.
- Prepare to pass the GED® and HiSET® tests.



APP DOWNLOAD: TRACKING AND NON-TRACKING (this option is available only for Learning Upgrade)

ProLiteracy's publishing division, New Readers Press, will continue to distribute Learning Upgrade during and after the Communities Competition. Therefore, we have provided the option of joining the competition, using ProLiteracy's code, AND also tracking learner usage (which is not available from the other three apps). However, this is NOT required to participate.

Enrolling Learners with Tracking

- If you would like to track the progress of your learners who are using Learning Upgrade for the XPRIZE Communities Competition, please fill out the [request form](#).
- Enter the four-digit ProLiteracy referral code, **1155**, into the form.

Tracking Request Form

- Once your tracking request submission form is processed by New Readers Press, you will receive a tracking pilot email.
- This email will contain a login for an account that will track your learners progress, a self-enrollment sheet for your learners, and all of the instructions needed for a quick deployment.
- Your learner activity on Android devices will count toward the success of Team ProLiteracy, and you will be able to track the progress of individuals and a group.



Enrolling Learners without Tracking

- Unlike the above option, this enrollment process does not offer the ability to track student progress.
- Learning Upgrade has provided a [self-enrollment](#) guide. Open the self-enrollment guide, and add Team ProLiteracy's referral code, **1155**. After you save it, email the guide to your learners. The entire self-enrollment process takes just a few minutes.
- Whether learners use the self-enrollment guide or not, the referral code **1155** must be used at app download to be counted! Learners can visit the Google Play Store on their Android phones or tablets and search for "Learning Upgrade" to download. The instructions below will help them with the download process.
 - [Instructional Video for Downloading the App \(linked\)](#)
 - [Instructional Images/Text for Downloading the App \(linked\)](#)
- Learners can also use the link below to download the app successfully. Send the link to your learners in an email or text message so that they access the download on their phones. The app must be downloaded on an Android phone or tablet for this competition.
 - <https://abc.xprize.org/lu1155>

QUESTIONS?

For the latest toolkit and resources: ProLiteracy.org/XPRIZE

Contact Team ProLiteracy at XPRIZE@proliteracy.org for any questions about the competition.

If you have technical difficulties or specific questions about the apps, the app developers are available to be contacted directly for help.

- [Learning Upgrade App Guide](#)
- Drew Robinson: info@learningupgrade.com
- (800) 998-8864

For more information, view this [helpful video](#).

APP DETAILS



Codex (People ForWords)

Codex: Lost Words of Atlantis, developed by People ForWords, provides a new approach to learning, combining university developed and tested teaching methods with game development expertise. The app focuses on how adults learn to read and respects their sensibilities and character, while still making a game suitable for all ages.

FEATURES INCLUDE:

- A mobile adventure game that helps low-literate adults improve their English reading skills.
- An archeological adventure storyline—the initial gameplay revolves around crafting phonemes, onset-rime patterns, and sight words to “decode” a mysterious language from a lost civilization.
- Ability to play in English or Spanish.
- Available from Google Play.
- <http://www.peopleforwords.org/>
- <https://abc.xprize.org/pw1155>

LEARNERS WILL:

- Transform their literacy skills with engaging, puzzle-solving gameplay. Learn to recognize letters, build words, and read and write sentences by deciphering the ancient language of Atlantis.
- Play fun, timed mini-games that test learners’ reading skills in everyday situations, from figuring out a bus schedule to paying the correct amount of cash when you go shopping.
- Play in English or Spanish with instructions delivered accordingly.
- Visit real locations in Egypt and Australia, the first two regions in a planned five-region journey around the world.
- Seek out hidden ancient relics and energize the mysterious crystals that power Atlantis. As they learn more, learners can dig deeper into the history of the once great civilization.

APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/pw1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for “Codex” to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

APP DETAILS



QUESTIONS?

For the latest toolkit and resources: ProLiteracy.org/XPRIZE

Contact Team ProLiteracy at XPRIZE@proliteracy.org for any questions about the competition.

If you have technical difficulties or specific questions about the apps, the app developers are available to be contacted directly for help.

- Dr. Tony Cuevas: acuevas@smu.edu
- (214) 768-4848
- <https://www.smu.edu/simmons/aboutus/xprize/ccpilot>

APP DETAILS



Amrita Learning

Amrita Learning, created by AmritaCREATE, is a personalized learning app with engaging, culturally appropriate e-content linked to life skills. The content is structured into two locales: ESL (English as a Second Language) and NS (Native Speaker). Upon entering the app, the learner is assigned to one of the locales depending on their native language. Within each locale, small learning units are sequenced to build on previously learned skills. Specific skills used for decoding words, vocabulary, fluency, and comprehension are emphasized. The materials in the two locales are designed very differently, but both stress the use of engaging material to reduce the high dropout rate that has plagued adult learning programs.

FEATURES INCLUDE:

- Personalized learning app with engaging, culturally appropriate e-content linked to life skills.
- Lessons that start with learning letter sounds and advance to multi-page stories and articles, with vocabulary support in English and Spanish.
- Available from Google Play.
- <https://www.amrita.edu/research/project/amrita-learning-app>
- <https://abc.xprize.org/ac1155>

LEARNERS WILL:

- Establish alphabet sounds and word-building skills through short, engaging videos.
- Use a reading curriculum that features a series of stories interwoven with factual life skills passages.
- Build skills with games, activities, and music within reading passages.
- Practice using the Reading Library that includes fun and interesting stories and articles. The library has two special sections that include self-empowerment articles and read-with-your-child stories.

APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/ac1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for “Amrita Learning” to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

APP DETAILS



QUESTIONS?

For the latest toolkit and resources: ProLiteracy.org/XPRIZE

Contact Team ProLiteracy at XPRIZE@proliteracy.org for any questions about the competition.

If you have technical difficulties or specific questions about the apps, the app developers are available to be contacted directly for help.

- Kathryn Devenport and Rita Sutcliffe: AmritaAppHelp@gmail.com
- <https://www.amrita.edu/research/project/amrita-learning-app>

APP DETAILS



Cell-Ed

Cell-Ed provides the opportunity for users to learn the skills they want anywhere, anytime. With just the touch of a button, they can listen to the voices of Cell-Ed instructors. By sending a text message, they can learn and communicate with a personal instructor who can help them when they need that extra support. Complete the course and earn a certificate.

FEATURES INCLUDE:

- A text messaging app that runs on feature phones and smartphones (smartphone app only for this competition).
- Designed for adult English language learners and basic literacy learners.
- Available from Google Play and Apple app Store
- <https://www.cell-ed.com/>
- <https://abc.xprize.org/ce1155>

LEARNERS WILL:

- Learn through stand-alone and blended learning options.
- Build skills through a personalized approach based on his or her abilities and goals with coaches available to help.

APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/ce1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for “Cell-Ed” to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

QUESTIONS?

For the latest toolkit and resources: ProLiteracy.org/XPRIZE

Contact Team ProLiteracy at XPRIZE@proliteracy.org for any questions about the competition.

If you have technical difficulties or specific questions about the apps, the app developers have provided the following information:

- [Cell-Ed App Guide](#)
- <https://www.cell-ed.com/xprize-communities-competition/>

APP DOWNLOAD ASSISTANCE

Finding the Apps

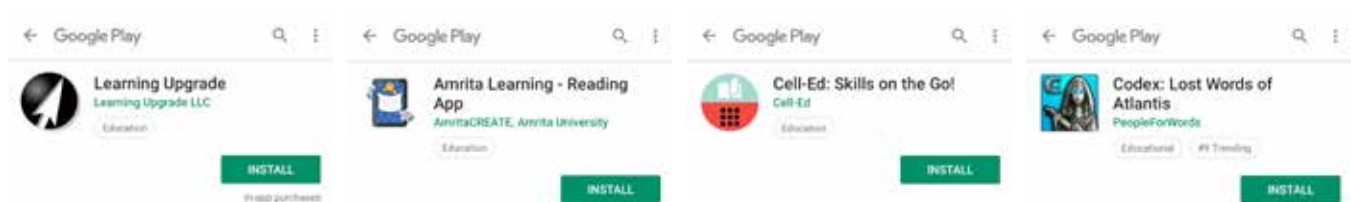
The easiest way to find the apps is to visit [ProLiteracy.org/XPRIZE](https://www.proliteracy.org/XPRIZE) and click the official link, which will securely load the Google Play Store location for the competition app of your choosing.

- Learning Upgrade:
<https://abc.xprize.org/lu1155>
- Amrita Learning:
<https://abc.xprize.org/ac1155>
- Cell-Ed:
<https://abc.xprize.org/ce1155>
- Codex:
<https://abc.xprize.org/pw1155>

Download and Install

Follow the prompts on the Google Play Store to download your new app.

Click install:



Then click open:



Enter the App Code

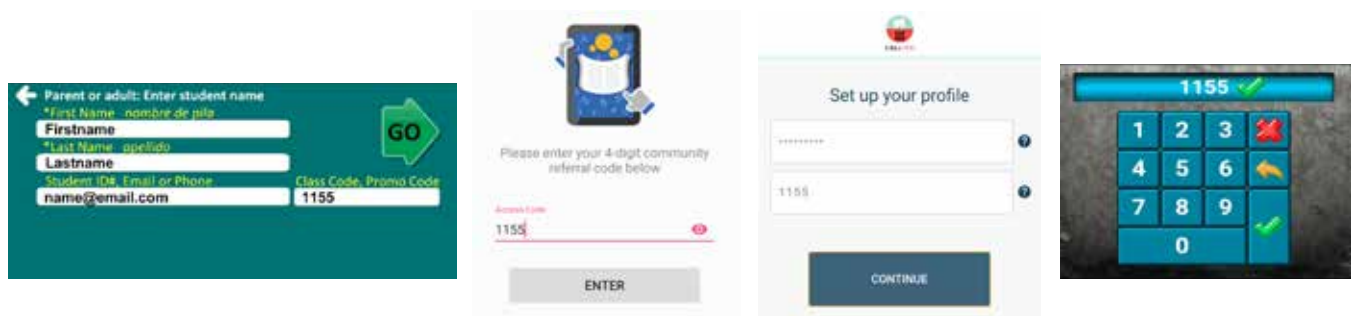
To be counted in the competition the apps need to be associated with Team ProLiteracy's code: **1155**

If you used the official links as shown in the screenshot above, to find the apps in the Play Store, please

NOTE: Amrita Learning and Codex Your code is tracked automatically and the code screen will not be shown.

Otherwise, the first time a learner opens any of the apps, they may be prompted to enter the code.

Each app has its own slightly unique interface, so we encourage you to try it yourself so you are comfortable helping learners.



FAQS:

What is the timeline for the Communities Competition?

The competition runs from April 1 – August 31, 2019.

*However, apps downloaded during the competition can be used for one full year following the end of the competition.

Who is eligible?

Eligible participants must be 18+ years old and live in the United States. Learners must also have access to a smartphone or tablet running an Android operating system. Participants can be enrolled in adult basic or secondary education classes/programs, but they are not required to do so.

Can learners download the apps on iPhones?

Learning Upgrade and Cell-Ed can be used on iPhones, but these downloads will not count in the competition.

Why doesn't the competition include Apple or Windows devices?

Teams competing in Stage 1 were required to develop apps for Android only. The XPRIZE Communities Competition administration based this decision on research that shows the majority of adult learners own or use Android phones

What happens if a learner changes phones?

Learners will be downloading the apps through Google Play. As long as a learner uses the same Google login on her/his new phone, s/he will be able to download the app again.

Are the apps free for learners?

Yes, apps are FREE to download and will remain free for one full year following the end of the competition as long as apps are downloaded between April 1 and August 31, 2019.

FAQS:

Where can we learn more about the apps?

We encourage programs to browse the websites for each app to learn more about which would be best for your learner.

Learning Upgrade: <https://web.learningupgrade.com/>

Codex: Lost Words of Atlantis: <http://www.peopleforwords.org/>

Cell-Ed: <https://www.cell-ed.com/>

Amrita Learning: <https://www.amrita.edu/research/project/amrita-learning-app>

ProLiteracy will be sharing more information in the Communities Competition Toolkit and through additional webinars presented by app developers.

How can my program join the ProLiteracy team?

Sign up [HERE](#) to receive updates, our participant toolkit, and instructions. ProLiteracy will be hosting informational webinars from February through August to help literacy programs prepare for participation. ProLiteracy will send its unique code with instructions on how to use it to download the apps to all participants before the competition begins on April 1.

How is app usage counted during the competition?

For a learner's usage to be credited to ProLiteracy's team, they must:

- (1) Download an eligible app using ProLiteracy's unique code during the competition period
- (2) Open and use the app on at least 3 separate days (the day the app is downloaded will count as the first day.)

Note: If users share a device, it will still only count as one user because the app can only be downloaded once per device.

If I can't attend the webinars, can my program and learners still participate?

Yes. The webinars are for information sharing; however, any program is welcome to use and distribute the ProLiteracy code. Webinar attendance and/or completing the sign up form is NOT required. Programs can join our effort any time between April 1 and August 31.

FAQS:

Is there a limit to the number of learners who can participate?

No! We encourage programs to share the apps and the code with as many learners and prospective learners as possible.

Will ProLiteracy have materials to help us promote the apps and recruit learners?

Yes, ProLiteracy's marketing team has created a toolkit with information about the apps, how to download, ways to promote locally, and how to recruit learners.

What will ProLiteracy do with the prize money if it wins?

If ProLiteracy wins the XPRIZE Communities Competition, it will put its winnings directly back into the National Book Fund in order to help programs obtain more instructional materials, software, and apps. ProLiteracy Community members will be prioritized for awards.

Is technical assistance available?

App developers will provide standard tech and customer support to the learners using their apps.

Whom do I contact if I have more questions?

Visit our web page dedicated to the XPRIZE competition, <https://www.proliteracy.org/XPRIZE>, or email XPRIZE@proliteracy.org.

WEBSITE COPY

Below is sample copy that we encourage you to use on your program's website to promote the XPRIZE Communities Competition, Team ProLiteracy, and the adult literacy apps.

Join Team ProLiteracy!

Change the world by joining the ProLiteracy Adult Literacy XPRIZE Communities Competition team!

If you or someone you know wants to improve their basic literacy, math skills, or English language skills, please join us for this amazing opportunity!

We have joined Team ProLiteracy in the effort to transform the lives of adult learners everywhere. ProLiteracy, a leader in adult literacy for more than 60 years, has established a team for the Adult Literacy XPRIZE Communities Competition to help get proven educational apps into the hands of thousands of learners nationwide.

HOW IT WORKS

By joining Team ProLiteracy, you, your learners, or friends/family (also known as "users,") will have access to FREE, proven-effective Adult Literacy XPRIZE competition finalists' education apps. The competition runs from April 1 through August 31, 2019. AND, users will be able to use the apps for free for one full year after the competition ends—until August 31, 2020!

WHY JOIN TEAM PROLITERACY

ProLiteracy has made it easy by providing a complete toolkit that includes support and instruction for downloading and using the apps and links to recorded and live informational webinars. Most importantly, if ProLiteracy is one of the top winners, prize money will go directly back to programs through the National Book Fund to help provide more learners with quality educational materials (including apps). Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for National Book Fund grants distributed.

WEBSITE COPY

THE APPS

Four apps will be used throughout the competition.

1. These apps must be downloaded and used on Android smartphones or tablets. Usage on computers, iPhones, or iPads unfortunately do not count for this competition.
2. Each participant must use at least one app on at least three different days. They can use as many apps as desired, but only the one app used at least three different days will be counted toward the competition results.
3. To be counted for the competition, the ProLiteracy code 1155 must be entered during app download. See the “TEAM RESOURCES” section below for all information participants need to understand and download apps.
4. Visit the Google Play Store on your Android device and search the app name to get started:
 - a. Learning Upgrade: <https://abc.xprize.org/lu1155>
 - b. Amarita Learning: <https://abc.xprize.org/ac1155>
 - c. Cell-Ed: <https://abc.xprize.org/ce1155>
 - d. Codex: <https://abc.xprize.org/pw1155>

TEAM RESOURCES

- Visit ProLiteracy.org/XPRIZE for everything you need regarding the team and competition
- ProLiteracy XPRIZE Team Toolkit
- FAQs
- Informational Webinars:
 - Wednesday, 4/17, 2:00 p.m. EST - Team info and app info on Amrita
 - ProLiteracy will share additional dates for webinars to occur throughout the competition period.

JOIN AND GET A WIN FOR LOCAL PROGRAMS

If you would like to join Team ProLiteracy and receive email updates about the competition, apps, or webinars, please fill out the form on proliteracy.org/XPRIZE or email to our team point-of-contact, Michelle Smith, at XPRIZE@proliteracy.org.

Together we can contend for the top prize!

SOCIAL MEDIA

Below are sample social media posts that we encourage you to use to promote the competition, Team ProLiteracy, and the apps.

Facebook / LinkedIn

We have joined Team ProLiteracy in the Adult Literacy XPRIZE Communities Competition, and so can you! By joining Team ProLiteracy, you, your program's learners, friends, family, etc. will have FREE access to four proven-effective XPRIZE basic literacy, math, and ESL apps. Simply enter the code **1155** at download on any Android smartphone or tablet to get started.

Visit www.proliteracy.org/XPRIZE for full competition details, qualifications, access to a full-support toolkit with everything you need to prepare and participate on Team ProLiteracy. If ProLiteracy wins, prize money will **go directly back to programs** through the National Book Fund to help provide learners with quality educational materials. Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for National Book Fund grants distributed.

Twitter

Join ProLiteracy's @XPRIZE team & access 4 FREE #education #apps for #learners! Full support is provided by @ProLiteracy. A team win will grow the #NationalBookFund & help #AdultLiteracy programs nationwide. More @ proliteracy.org/XPRIZE.

Instagram

We have joined Team ProLiteracy in the Adult Literacy XPRIZE Communities Competition and so can you! By joining Team ProLiteracy, you, your program's learners, friends, family, etc. will have FREE access to four proven-effective XPRIZE basic literacy, math, and ESL apps. Simply enter the code **1155** at download on any Android smartphone or tablet to get started.

Visit www.proliteracy.org/XPRIZE for full competition details, qualifications, access to a full-support toolkit with everything you need to prepare and participate on Team ProLiteracy. If ProLiteracy wins, prize money will go **directly back to programs** through the National Book Fund to help provide learners with quality educational materials. Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for National Book Fund grants distributed.

#adulthood #literacy #literacymatters #literacyisfun #literacyprograms #literacycenters #adulthoodeducation #educationmatters #educate #changetheworld #transformtheworld #EdTech #Educationtechnology #techforchange #inspire #teach #learn #apps #learningapps #educationapps #XPRIZE #XPRIZECommunities

DOWNLOADABLE SOCIAL MEDIA IMAGES:

[Facebook Image](#)
[Facebook Cover](#)
[Twitter Image](#)
[Twitter Cover](#)
[LinkedIn Image](#)
[Instagram Image](#)

DOWNLOADABLE SOCIAL MEDIA HOW-TO GUIDE

[Social Media Toolkit](#)

EMAIL

Subject Line: An exciting opportunity for adults who want to gain literacy skills

Inset Final Banner Graphic Free, easy-to-use apps to transform lives. Join us for this amazing opportunity!

Do you know someone who wants to improve their basic literacy and math skills? Or perhaps who wants to learn English as a second language to get a better job and support their family?

We can help!

We have joined Team ProLiteracy for an amazing opportunity to transform the lives of adult learners everywhere. ProLiteracy, a leader in adult literacy for more than 60 years, has established a team in the Adult Literacy XPRIZE Communities Competition to help get proven educational apps into the hands of thousands of learners nationwide.

About the Competition

How It Works

XPRIZE has provided FREE access to four proven effective easy-to-use apps. All your learners have to do is download one or more of the apps on an Android phone or tablet using ProLiteracy's team code **1155**—which is a must to participate—and then use at least one of the apps on at least three different days. It's really that easy!

To help learners throughout the competition with downloading procedures and other technical assistance and to help programs promote the team and recruit volunteers, ProLiteracy has provided a toolkit and a continuously updated list of informational webinars.

Why Join the Team

If Team ProLiteracy is one of the top Adult Literacy XPRIZE Communities Competition winners, the prize money will go directly back to adult literacy programs through the National Book Fund®. By putting the money toward the National Book Fund, ProLiteracy can provide even more adult literacy and basic education programs with educational materials to help reach more learners. Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for National Book Fund grants distributed. Bottom line—if Team ProLiteracy wins, we all win!

Join Team ProLiteracy

Join Team ProLiteracy to get a win for local literacy programs! If you know of other literacy programs or service organizations that are interested in gaining FREE access to educational apps and supporting resources, please share this message, and the Team ProLiteracy code 1155, with them.

Button: Learn More

IMAGES:

- [Email Banner](#)
- [XPRIZE Communities Competition Logo](#)

DOWNLOADABLE EMAIL MARKETING HOW-TO GUIDE

To access downloadable tools like the Social Media PDF, please visit ProLiteracy Education Network to learn more about how you can access all of our great Member Toolkit tools.

GOOGLE ADS AND KEYWORDS

Keywords

- Free education app
- Free adult education apps
- Adult education apps
- Learning apps for adults
- Learning apps
- Adult literacy apps
- Free adult literacy apps
- Free education apps
- Education apps
- Education apps for adults
- Free apps for adult learners
- Educational apps
- Free educational apps
- Basic education apps
- Adult literacy technology
- Adult education technology
- Free education technology
- XPRIZE Competition
- Educate with technology

Ad 1 (Headlines max 30 characters, descriptions max 90 characters)

Headline 1: Free Adult Literacy Apps

Headline 2: Join ProLiteracy's XPRIZE Team

Headline 3: Adult Education Technology

Description 1: Adult students, access proven-effective, educational apps to gain literacy skills.

Description 2: Support and instruction will be provided to help you. Transform your life today!

Ad 2: (Headlines max 30 characters, descriptions max 90 characters)

Headline 1: Free Adult Education Apps

Headline 2: Join the XPRIZE Competition

Headline 3: Adult Literacy Technology

Description 1: Free access to proven-effective, education apps for adult literacy programs & students.

Description 2: We'll provide support and instruction to help with app deployment. Transform lives today!

GOOGLE ADS AND KEYWORDS

Ad 3: (Headlines max 30 characters, descriptions max 90 characters)

Headline 1: Free Adult Education Apps

Headline 2: Join the XPRIZE Competition

Headline 3: Educate with Technology

Description 1: Join us to access proven-effective, literacy, math and ESL apps.

Description 2: We'll help you with the apps with full support & instruction. Gain access now!

DOWNLOADABLE GOOGLE ADVERTISING GRANTS HOW-TO GUIDE

To access downloadable tools like the Social Media PDF, please visit [ProLiteracy Education Network](#) to learn more about how you can access all of our great Member Toolkit tools.

PRESS RELEASE

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FOR IMMEDIATE RELEASE

[PROGRAM NAME] WILL COMPETE IN THE \$1 MILLION ADULT LITERACY XPRIZE COMMUNITIES COMPETITION TO DISTRIBUTE FREE LITERACY APPS NATIONWIDE

SYRACUSE, N.Y., March 1, 2019 – [PROGRAM NAME] has joined the ProLiteracy team for the \$1 million Adult Literacy XPRIZE Communities Competition, a national competition that challenges organizations and communities to recruit adults with low literacy skills to download and use effective, and convenient learning apps.

“By joining Team ProLiteracy, our programs’ learners, friends, family, etc. will have FREE access to four proven-effective XPRIZE basic literacy, math, and ESL apps,” said [NAME, TITLE]. They just need to download on any Android smartphone or tablet, and enter in the code 1155 to get started. We are excited to join forces in recruiting the largest number of adult learners to download and consistently use the learning apps.”

“ProLiteracy, the leader in adult literacy content development, programs, and advocacy for more than 60 years, has a rich history of developing innovative content that positively impacts adults seeking to increase their core skills, obtain their high school equivalency diplomas, or acquire workforce training,” said Kevin Morgan, President and CEO of ProLiteracy. “We are excited to be part of the XPRIZE Communities Competition and directly impact the lives of millions of people across the U.S.”

“More than 36 million adults in the U.S. lack basic English literacy, yet only five percent have access to educational services,” said Shlomy Kattan, executive director of the Adult Literacy XPRIZE. “By working with organizations and individuals across the country we are one step closer to dramatically increasing access to adult basic education and English language learning for millions of learners—helping individuals and families gain the skills they need to unlock new opportunities and improve their lives.”

Visit proliteracy.org/XPRIZE for full competition details, access to a full toolkit that includes support and instruction for app deployment, and a regularly updated list of informational webinars. If the ProLiteracy team is one of the top winners, prize money will go directly back to programs through the National Book Fund to help provide learners with quality educational materials. Programs that participate on the ProLiteracy Team for the XPRIZE Communities Competition will be given special preference for National Book Fund grants distributed.

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About ProLiteracy

ProLiteracy is the largest adult literacy and basic education nonprofit organization in the nation. ProLiteracy works with adult learners and with local and national organizations to help adults gain the reading, writing, math, computer, and English skills they need to be successful. ProLiteracy advocates on behalf of adult learners and the programs that serve them, provides training and professional development, and publishes materials used in adult literacy and basic education instruction. ProLiteracy has 1,000 member programs in all 50 states, and works with 50 nongovernmental organizations in 34 developing countries. For more information, visit ProLiteracy.org.

About XPRIZE

XPRIZE, a 501(c)(3) nonprofit, is the global leader in designing and implementing innovative competition models to solve the world’s grandest challenges. Active competitions include the Lunar XPRIZE, the \$20M NRG COSIA Carbon XPRIZE, the \$15M Global Learning XPRIZE, the \$10M ANA Avatar XPRIZE, the \$7M Shell Ocean Discovery XPRIZE, the \$7M Barbara Bush Foundation Adult Literacy XPRIZE, the \$5M IBM Watson AI XPRIZE, and the \$1.75M Water Abundance XPRIZE. For more information, visit www.xprize.org.

FREE, EASY-TO-USE APPS TO TRANSFORM LIVES.

XPRIZE Apps are now available!

*Download today with app code: **1155***

Other Benefits

Your learners can access the apps for FREE from April 1 through August 31, 2019, and for one year thereafter.

ProLiteracy is providing a toolkit that includes support and instruction for deployment and promotion.

If the ProLiteracy team is one of the top winners, prize money will go directly back to programs like yours through the National Book Fund®.

Get Started!

Visit proliteracy.org/xprize

Use App Code **1155**



Let's use technology to change the world!

BARBARA BUSH FOUNDATION
ADULT LITERACY **XPRIZE**
PRESENTED BY
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LITERACY FOUNDATION

**COMMUNITIES
COMPETITION**
Transforming One Million Lives Through Literacy