



BE FUTURE READY

Primary Messages

- NAF is a national education non-profit that brings schools and businesses together to better prepare students of all backgrounds and capabilities for college, a career, and future success.
- Since 1980, NAF has led a movement for immersive, career-focused teaching and work-based learning.
- We know that providing students with access and opportunity has the power to ignite their career aspirations and help them become future ready.
- In the classroom, NAF transforms how we think about education—going beyond what traditional high schools offer with personalized learning environments and career-focused curricula.
- We help students develop future-ready skills, including critical thinking, communication, and collaboration, that will benefit them in any pathway they choose and build industry-specific skills that prepare them for the demands of a changing workforce.
- Work-based learning experiences ensure students from under-invested in communities, particularly students of color, have equal access to opportunities that will support them in defining their own career path and set them up for success long-term.
- Outside of the classroom, students navigate the racial, gender, identity, and socioeconomic barriers that could prevent them from making professional connections, while working *directly* with industry professionals and thriving in their roles.
- Since our inception, NAF has supported over a half a million students (560,000+).
- With more than 112,000 students across the country, NAF academies see 99% of seniors graduate—with 87% of graduates planning on college as a next step, 11% going into the workforce, and 2% joining the military. It's student outcomes like these that drive us.
- NAF helps businesses define their role and actively take part in building a sustainable talent pipeline that's diverse and inclusive.
- Together, we can ensure every student has the power to leverage greater opportunities and turn career aspirations into a successful livelihood and fulfilling life.

Student-Specific Primary Messages

- Through hands-on, experiential learning, high schools partner with NAF to ignite career aspirations, fuel opportunity, and help define futures for hundreds of thousands of students from all backgrounds.
- [Add proof point, supportive anecdote, and/or student success story.]
- NAF academies take students beyond what traditional high schools offer, by providing access to the tools that will help them navigate and build skills for what's next, whether that's college, a career, or another pathway.
- Bringing together schoolwork and the skills they'd build in the workplace, high schools implement the NAF design, so that students directly connect with industry professionals and gain access to real-world career experiences like internships, mentor opportunities, resume building, mock interviews, and more.
- In turn, the next generation of leaders also build skills like communication and collaboration that will be beneficial in whatever career they choose — including engineering, tech, finance, health sciences, hospitality and tourism, and more.
- [Add proof point, supportive anecdote, and/or student success story.]
- After students graduate, through NAF and their high school community, they will have a growing network of business professionals, mentors, and fellow NAF alumni rooting for them and ready to help achieve the life they want.
- As part of the NAF Alumni Network, students will also have the opportunity to create a better world for the generations to come — from inspiring future NAF classes to giving back to their high school community and local NAF academies. They define their futures and start on their own paths to success — wherever they want to go.