



GEAR UP Utah

2026 National GEAR UP Week Overview – Sept 21-25

	ADVOCATE	ACTIVATE	CELEBRATE
Required in all Regions	Share the Executive Summaries of GEAR UP services in your school district with principals and other key personnel. Distribute approved GEAR UP brochures to key school personnel.	Distribute the National GEAR UP Week “Nacho Ordinary Program” snacks to key personnel and student swag items. Spread the word and make sure everyone knows it’s National GEAR UP Week!	Reach out to students and families through workshops, program highlights, or other activities during or after school.
Additional Suggested Ideas	Share your GEAR UP program’s success at your school district board’s meeting. Get your local leaders involved and ask them to formally proclaim GEAR UP Week in your city. (See NCCEP Toolkit template) Invite students write letters of appreciation to congressional representatives and/or local leaders. (See NCCEP Toolkit template)	Display the GEAR UP Week Banners at locations and events Promote upcoming GEAR UP opportunities and resources, including the GEAR UP Scholarship, FAFSA, and ACT. Plan recruitment activities that introduce students and families to your program and its resources. Share our digital flyer to students and parents via text	Use extended CCC activities to have purposeful conversations with students about their goals and future. Create a dream wall or invite students to write letters to their future selves. Highlight last year’s successes, including Summer Programming, YLS, the California trip, Texas Instruments, the Aquarium, ACT, Utah Tech, and other local highlights. Host a fun lunchtime activity featuring college conversation games, food, and plenty of GEAR UP spirit!
GEAR UP Leadership Tasks	Host a forum for local K-12 and higher education leaders to discuss shared challenges and opportunities. Invite mayors to share a message of support online. Request that the governor proclaim GEAR UP Week statewide as well. Invite members of Congress to speak in person or virtually at a GEAR UP event. Encourage your members of Congress to participate in a social media campaign. Meet and advocate for GEAR UP with Utah member of Congress.	Support regions in the implementation of their activities and event Develop the branding and resource list Attend regional activities when possible	Share testimonials, videos and program highlights through a social media campaign Support regions in the implementation of their activities and event Develop the branding and resource list Attend regional activities when possible

*This is not an exhaustive list. Get creative and plan activities that work best for your region!