

GAP YEAR EXPLORATION MONTH

OCTOBER 2023

Gap Year Advocate Toolkit

You recognize the power of the gap year option - here is your chance to share that knowledge with your community!

By participating in **Gap Year Exploration Month**, you will empower young adults to embrace personal growth, broaden their horizons, and craft unique paths toward success.

This toolkit provides suggestions and links to join in! **Download and share** any of the digital assets below:



Gap Year Exploration Month graphics.

Use these open-source images and logos on your social media, in newsletters, on announcements and more!



Gap Year Exploration Month Messaging and Blurbs

We've made it easy for you to share gap year information - take a look at this folder for easy-to-share messaging!

EXPLORE
THE
GAP YEAR

GAP YEAR
ASSOCIATION

Gap Year Exploration Month, celebrated annually in October, is a shared initiative by the Gap Year Association for educators, program providers, industry groups, gap year alumni & others who aim to grow awareness of the gap year option.

Let's #explorethegapyear together!

HOW YOU CAN PARTICIPATE

1

Become an Amplifier!

View our menu of actions and register to participate this October. We provide all the resources you need to make it easy and successful.

Register to be an Amplifier here.

2

Use #explorethegapyear and elevate GYEM in your sphere of influence this October

Join us by using the Gap Year Exploration Month hashtag on social media. Share gap year information on any platform you prefer:

*Instagram, LinkedIn, TikTok, Facebook, Twitter, etc! **Find content here.***

3

Nominate Amplifiers - People Passionate about the Gap Year Option

*Your network can be especially powerful in reaching new people with gap year information. We are looking for "gap year adjacent" individuals who are passionate about gap years to take collective action in October. Think about the parents, IECs, school counselors, etc that you collaborate with or who love your work. Nominate an Amplifier by **submitting this form.***

4

Share Your Gap Year Story

*Whether you took your gap year 1 year ago or 25 years ago, we want to hear about it and how it impacted you! **Fill out this form** and we will add your gap year story to our Voices anthology project on the GYA website.*

5

Call to Action: Share GYEM Information on LinkedIn:

*Follow the **Gap Year Association on LinkedIn** and share out our Amplifier actions and gap year information to your network. This is an excellent way for new people to discover the gap year!*

EXPLORE
THE
GAP YEAR

SOCIAL MEDIA

Hashtag: **#explorethegapyear**

[GYA Facebook](#)

[GYA Instagram](#)

[GYA LinkedIn](#)

[GYA TikTok](#)

Here's some suggested messaging to get you started!

- This Gap Year Exploration Month, we are asking people to help others **#explorethegapyear** by sharing their favorite gap year memories. What are yours?
#explorethegapyear
- Happy Gap Year Exploration Month! We are proud to showcase our amazing gap year alums, starting with [insert Where Are They Now profile from one of your gap year alums]
#explorethegapyear
- Life experience gained during a gap year sets students up for success in the real world. Here are five skills our alums say they developed on their gap year: [insert skills] **#explorethegapyear**

KEY MESSAGING

What is a gap year?

A gap year is an intentional break in one's formal education or career that fosters personal, practical and professional growth through experiential learning opportunities.

How do gap years set students up for success in life and work?

Today's emerging adults are facing unprecedented challenges including rising higher education costs, high rates of anxiety and depression and the fallout of a global pandemic. Taking a gap year allows a student to engage in activities that promote their well-being, build their skill set and prepare for the next steps of their education.

Why consider a gap year?

- 98% of gap year participants say their gap year increased their maturity.
- 97% say their gap year improved their self-confidence.
- 82% say their gap year gave them a competitive edge when applying to college and/or jobs.
- Gap year students are found to have higher G.P.A.s than their traditional peers and tend to graduate sooner than traditional college students.
- Students who have taken a gap year later report to being satisfied with their career.