



NAF Day Activation Toolkit

About NAF Day Overview



NAF Day is a national activation held during October–November designed to build pride in being part of a NAF academy, celebrate academy successes, and strengthen belonging and affinity across the NAF network.

While every academy's experience may look different, NAF Day creates a shared opportunity for students nationwide to celebrate their academy community, recognize its successes, connect with peers and career opportunities, and see themselves as part of a larger network of future-ready leaders.



Why NAF Day Matters

Many students participate in NAF programs without fully understanding the broader network they are part of. NAF Day helps students by:

NAF
DAY

- Develop pride in their academy experience
- Understand the value of being part of NAF
- Connect classroom learning to future opportunities
- Engage with employers, alumni, and community supporters
- Recognize they are part of a national network of students pursuing career-connected learning



NAF Day

Goals



Activate Student Identity

- What NAF is
- How NAF supports their success
- What it means to be part of a national network



Strengthen Local Ecosystems

- Create opportunities for local engagement with:
 - Industry partners, alumni, postsecondary institutions, families, community organizations..



Reinforce National Belonging

- Celebrate academy and student achievements across social media
- Build pride in academy membership
- Connect students to the broader NAF community



Flexible Event Framework



NAF Day is designed to adapt to local context while maintaining consistent purpose.

Academies may implement all components or select those that best fit their capacity, schedule, and goals.

Component 1: About NAF

A short, engaging introduction that helps students understand:

- What NAF is
- How academies connect to a national network
- Opportunities available through NAF
- The value of career-connected learning

Suggested Formats

- Assembly presentation
- Classroom lesson
- Student-led presentation
- Video message

Resources: [ASH > Educator Resources > Marketing My Academy](#)

Component 2: Work-Based Learning Experience

Provide a hands-on opportunity that connects classroom learning to careers.

Sample Activities

- KnoPro Skillbuilder
- Guest Speaker
- Panel & Skills Workshop

Component 3: Voice & Connection Panel

A facilitated discussion featuring:

- Alumni
- Industry partners
- Postsecondary representatives
- Community leaders

Discussion Topics

- Career journeys
- Skills employers value
- How networking creates opportunity
- Advice for current students

Virtual Option: Can't secure a local panelist? Host a virtual session with members of NAF's Alumni Leadership Council (ALC) and Alumni Champions across the country. **Fill out this form!**

Component 4: Celebration & Identity Moment

A reflective experience that reinforces belonging and pride.

Sample Activities:

- Student affirmations
- Future-self letters
- Academy pride wall
- Commitment cards
- Recognition ceremony
- Group photo

Reflection Prompt

"I am part of NAF because..."

Sample Event Agendas

NAF Day is designed to be flexible. Whether your academy hosts a 2-hour activation, a half-day event, or a series of classroom activities, sample agendas are available in the resource library to help you get started.



Sample Run of Show:
2-Hour Event

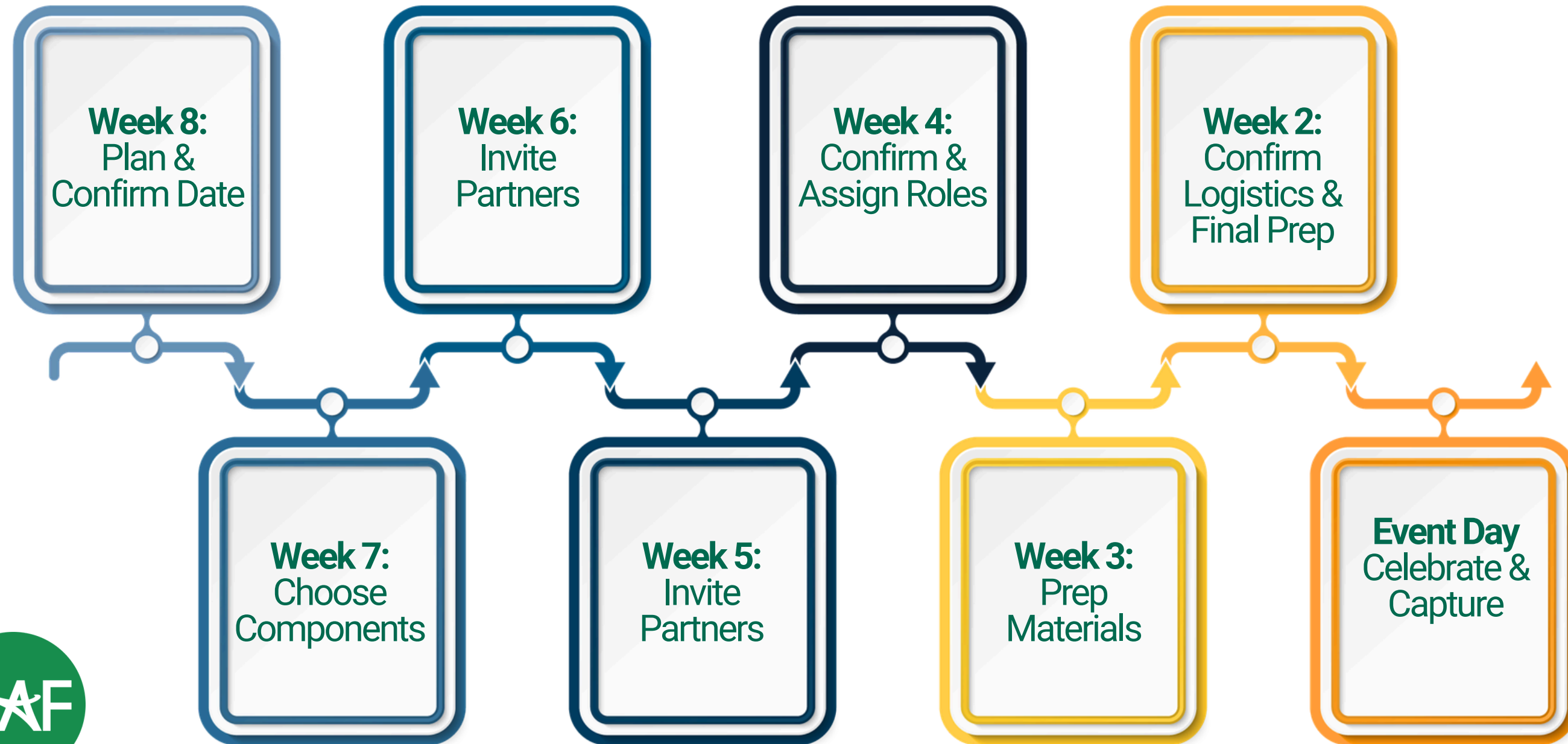


Sample Run of Show:
Half Day



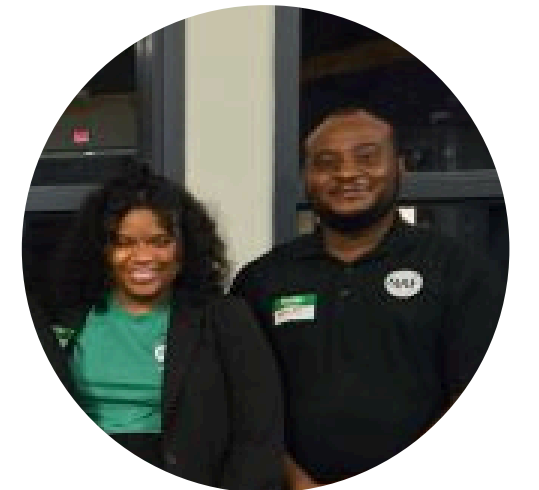
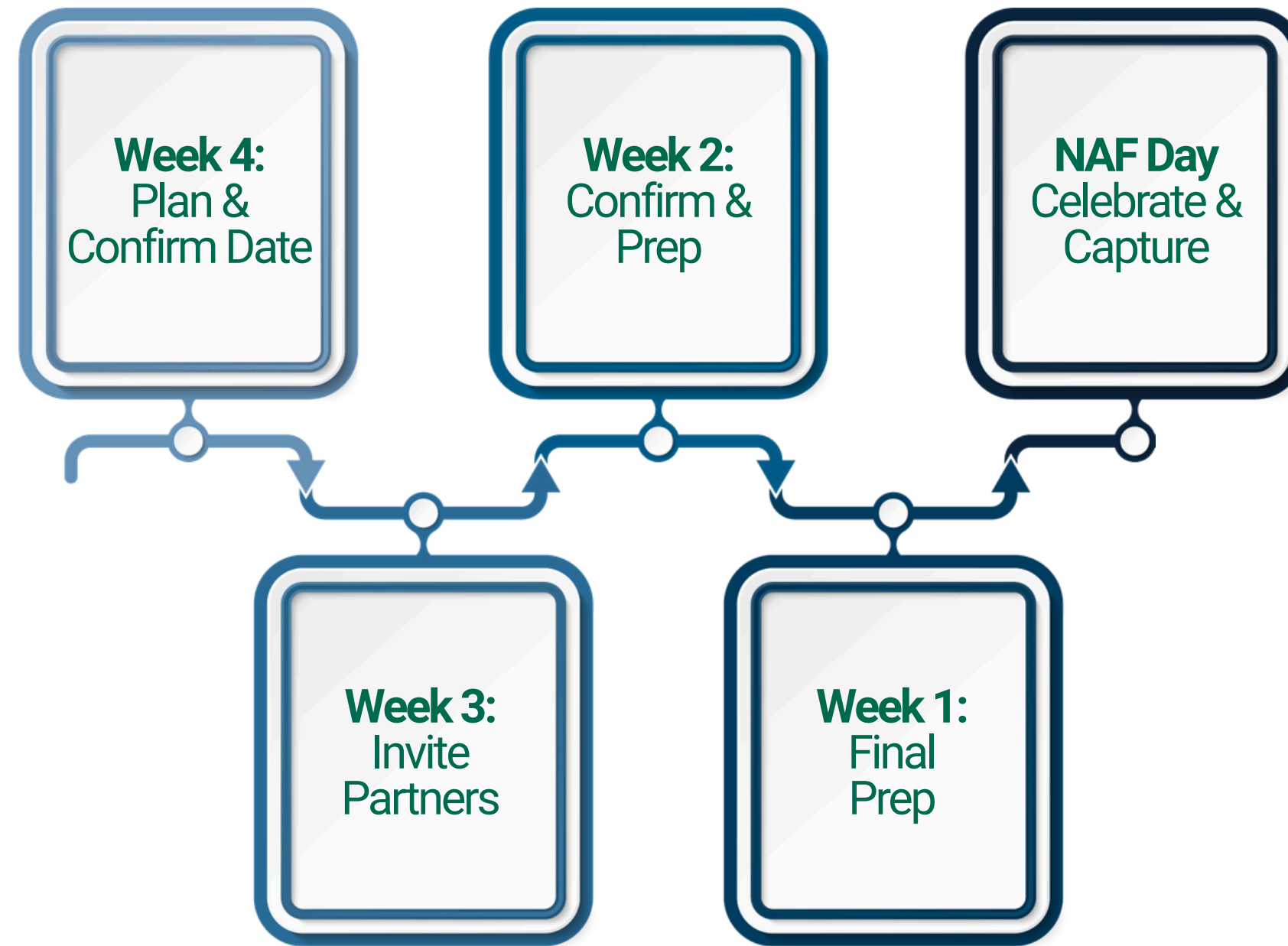
Planning Timeline

8 weeks → Event Day



Planning Timeline

4 weeks → Event Day



What Is NAF?

Student-Friendly Messaging

NAF is a national education network that prepares students for future success through career-connected learning

Through NAF, students:

- Explore careers that match their interests
- Develop professional and technical skills
- Connect with employers and industry professionals
- Participate in real-world learning experiences
- Build confidence for college, career, and life



Student Elevator Pitch

"NAF helps me connect what I learn in school to real careers and opportunities. Through projects, experiences, and professional connections, I'm building skills that will help me succeed after graduation."

Social Media & Digital Engagement

Share your NAF Day celebration on social media!

Official hashtag: #NAFDay

Tag: NAF @NAFCareerAcads

Help us showcase the power of NAF Day across the network by sharing your celebrations, student stories, and photos.

Guidelines for student privacy:

To protect student privacy, please use only first name and last initial when identifying high school students in captions or graphics. Avoid tagging students' personal social media accounts unless explicit permission has been granted.

Sample Social Media:

Today we're celebrating #NAFDay! Students across the @NAFCareerAcads network are exploring careers, building skills, and creating brighter futures. Thank you to the educators, employers, alumni, and community partners who help make these opportunities possible!

Photography & Content Shot List

- Student presentations
- Industry partner interactions
- Alumni engagement
- Work-based learning activities
- Student reflections
- Group photos
- Academy branding
- Recognition moments

NAF Day Social Graphic Template:
<https://canva.link/u12hhqkpvv3sqs0>

**SHARE PHOTOS FROM YOUR
EVENT ON SOCIAL MEDIA AND
TAG @NAFCAREERACADS**



Join the National Celebration

Ways to Participate

Help us showcase the power of NAF Day across the network by sharing your celebrations online.

- Share photos from your event
- Post student stories and reflections
- Highlight alumni, employers, and community partners
- Showcase academy activities and experiences
- Tag NAF @NAFCareerAcads and use #NAFDay and #NAFCareerAcads



Keep the Momentum Going

The more you share, the more we can amplify the incredible work happening in your academies



Resources & Engagement Activities

Event
Agendas

Event
Planning
Checklist

Outreach
Templates

Work-
Based
Learning
Activities

Celebration
Activities

Voice &
Connection
Panel
Guide

Storytelling
&
Reflection

NAF



Event Agendas

NAF Day is designed to be flexible. Use these sample run-of-show templates as a starting point, and adjust timing to fit your bell schedule, staffing, and available partners.

Tip: If your academy can only fit a single class period, run the "About NAF" and "Celebration & Identity Moment" components back-to-back — they take the least setup and still deliver the core identity and belonging outcomes.

Option A: 2-Hour NAF Day Experience

Timeframe	Activity/Purpose
0:00–0:20	Welcome & About NAF Introduce NAF Day and help students understand the value of being part of the NAF network.
0:20–1:05	Work-Based Learning (WBL) — Students connect classroom learning to real-world career experiences. Choose the activity that is the best fit for your academy. Suggested Events with Resources
1:05–1:35	Voice & Connection Hear from alumni, employers, or community partners about career journeys and the value of career-connected learning.
1:35–1:50	Celebration & Identity Moment Student reflections, recognition, affirmations, commitment wall, or academy pride activity.
1:50–2:00	Closing Celebration Closing remarks, group photo, and call to continue celebrating NAF Day online.

Option B: Half-Day NAF Day Experience

Timeframe	Activity/Purpose
0:00–0:30	Welcome & About NAF Introduce NAF Day, celebrate the academy, and help students understand the value of being part of the NAF network.
00:30–01:15	Work-Based Learning (WBL) — Students connect classroom learning to real-world career experiences. Choose the activity that is the best fit for your academy. Suggested Events with Resources
01:15–02:00	Voice & Connection Hear from alumni, employers, or community partners about career journeys and the value of career-connected learning.
02:00–02:45	Celebration & Identity Moment Student reflections, recognition, affirmations, commitment wall, or academy pride activity.
02:45–03:00	Closing Celebration Closing remarks, group photo, and call to continue celebrating NAF Day online.

Event Planning Checklist

A suggested 8-week runway from first planning conversation to event day.

Tip: Copy this table and assign owners and due dates.

Timeframe	Task	Owner	Done
8 weeks out	Form your planning team and assign a NAF Day lead		☐
8 weeks out	Set your date and confirm location / classroom space and AV needs		☐
7 weeks out	Decide which of the 4 event components you'll run and draft your agenda		☐
6 weeks out	Identify and invite panelists, employer partners, and alumni (use Outreach Templates)		☐
6 weeks out	Notify families and administration of the planned date		☐
4 weeks out	Confirm speakers/panelists in writing; share discussion topics with them		☐
4 weeks out	Finalize agenda and assign roles (MC, timekeeper, photographer, panel moderator)		☐
3 weeks out	Order or prepare materials/supplies for Work-Based Learning and Celebration activities		☐
2 weeks out	Send reminder invites to guests and confirm logistics (parking, sign-in, AV)		☐
2 weeks out	Brief student leaders on their roles (moderator, MC, greeters)		☐
1 week out	Prepare signage, messaging talking points, and reflection materials		☐
1 week out	Confirm photography/content shot list and social media plan		☐
1 week out	Do a run-through with student leaders and staff		☐
Day of	Set up space, welcome guests, run the agenda, capture photos/content		☐
Day Of	Share recap and photos on social media using #NAFDay and tag @NAFCareerAcads		☐
Day of	Submit your story, photos, or highlights to the NAF MarCom team		☐
1 week after	Send thank-you notes to panelists, employers, and community partners		☐

Event Planning Checklist

Our suggested 4-week runway from first planning conversation to event day.

Tip: Copy this table and assign owners and due dates.

Timeframe	Task	Owner	Done
4 weeks out	Form your planning team and assign a NAF Day lead		☐
4 weeks out	Set your date and confirm venue / classroom space and AV needs		☐
4 weeks out	Decide which of the 4 event components you'll run and draft your agenda		☐
3 weeks out	Identify and invite panelists, employer partners, and alumni (use Outreach Templates)		☐
3 weeks out	Notify families and administration of the planned date		☐
2 weeks out	Confirm speakers/panelists in writing; share discussion topics with them		☐
2 weeks out	Finalize agenda and assign roles (MC, timekeeper, photographer, panel moderator)		☐
2 weeks out	Order or prepare materials/supplies for Work-Based Learning and Celebration activities		☐
1 week out	Send reminder invites to guests and confirm logistics (parking, sign-in, AV)		☐
1 week out	Brief student leaders on their roles (moderator, MC, greeters)		☐
1 week out	Prepare signage, messaging talking points, and reflection materials		☐
1 week out	Confirm photography/content shot list and social media plan		☐
1 week out	Do a run-through with student leaders and staff		☐
Day of	Set up space, welcome guests, run the agenda, capture photos/content		☐
1 week after	Send thank-you notes to panelists, employers, and community partners		☐
1 week after	Share recap and photos on social media using #NAFDay and tag @NAFCareerAcads		☐
1 week after	Submit your story, photos, or highlights to the NAF national team		☐

Work-Based Learning Activities

Potential WBL Activities for NAF Day

- Choose the activity that is the best fit for your academy, especially the number of students participating in NAF Day.
- The activities below are all designed to be 45 minutes long but if needed, you can adjust.



Live Skillbuilder

In a variation on a skills workshop, students would get to share their individual perspective on a thought-provoking topic. This is a great way for them to gain familiarity with KnoPro.

Note: For this option, ideally, educators should have students create a KnoPro account before the event so that it doesn't take away time during the activity but if needed, students can do it during the activity.

Volunteer needs

- 1 industry professional to facilitate
- Sample Slide Deck

Activity structure

- 8 minutes – brief introduction about KnoPro
- 5 minutes – provide an overview of the Skillbuilder and instructions
- 15 minutes – students complete the activity
- 10 minutes – group discussion
- 5 minutes – final conversations and wrap-up

Guest Speaker or Panel & Skills Workshop combination

Students would learn about different career experiences and strengthen their problem-solving skills.

Volunteer needs

- 1 speaker or up to 3 panelists (could be NAF alumni)
- Partner Prep Guide – Skills Workshop

Activity structure

- 15 minutes – each panelist gives an overview of their career journey (5 minutes each)
- 9 minutes – each panelist shares an example of how problem-solving shows up in their work
- 5 minutes – introducing the activity, including a short problem students come up with ways to solve
- 10 minutes – students brainstorm solutions
- 5 minutes – debrief as a group

Work-Based Learning Activities

Lightening Career Chats

Students would have the chance to ask professionals questions in small groups to learn more about their professional journeys and advice. This is a variation on informational interviews.

Volunteer needs

- Depends on the ratio of students to professionals that you want; ideally small groups of students get to speak with the professionals
- Example: 6 professionals who would each speak to 2 groups of ~7 students
- **Partner Prep Guide – Informational Interviews**

Activity structure

- 8 minutes – Activity overview and brief introductions of industry professionals (name, job title, company)
- 10 minutes – Rotation 1
- 3 minutes – Transition to next rotation (if you are in the same space, this can be shorter)
- 10 minutes – Rotation 2
- 3 minutes – Transition back to full group
- 5 minutes – Debrief as a group

Entering the Activity in the WBL Tracker

- The organizing educator/academy lead should enter the activity in the Tracker, ideally prior to the event so they can share the QR code with students the day of the event so they can sign themselves in. If it's entered afterwards, the educator/academy lead will need to check off the students who participated.
- After the activity, a WBL Reflection Form will appear in students' NAFTrack Students account. They can log in and complete the form, which will be visible for 30 days.

Tracker Resources

- **How to enter an activity**
- **How to add students to an activity**
- **How students can sign themselves into an activity**
- **How students can complete a Reflection Form**

[View additional Tracker-related resources](#)

Voice & Connection Panel Guide

A facilitated discussion featuring alumni, industry partners, postsecondary representatives, and/or community leaders. This component helps students hear real career journeys and understand how relationships and networking create opportunity.

Who to Invite

- Academy alumni (recent grads are especially relatable)
- Industry/employer partners
- Postsecondary representatives (community college, university, trade programs)
- Community leaders and local organization representatives

Aim for 3–4 panelists representing different pathways so students see a range of options.

Sample Panel Questions

- What does a typical day in your role look like?
- What was your path from high school to your current career?
- What skill has mattered most in your career, and how did you build it?
- What do you wish you had known as a high school student?
- How has your network — mentors, colleagues, alumni — helped you along the way?
- What's one piece of advice you'd give someone considering this field?
- What surprised you most about the working world?
- How do you see this industry changing in the next 5 years?

Facilitation Tips

- Send discussion questions to panelists 1–2 weeks in advance
- Assign a student moderator when possible — it builds public-speaking skills and student ownership
- Reserve at least 10 minutes for open audience Q&A
- Have students submit questions in advance if you expect a shy crowd
- Close with a round of thanks and a group photo with panelists



Outreach Templates

Customize the bracketed fields below for your academy, then send to prospective panelists and partners. Aim to send initial invitations 5–6 weeks before your event.

Industry Partner Invitation

Subject Line: *Join us for NAF Day at [Academy Name]*

Dear [Partner Name],

Our academy is hosting NAF Day on [Date] to help students connect classroom learning to real careers, and we'd love for you to be part of it.

We're inviting a small group of industry professionals to join a Voice & Connection Panel (or lead a hands-on workshop) where students can hear about your career path and ask questions directly. The commitment is approximately [X hours], from [start time] to [end time] at [location].

Would you be available to join us? If so, I'll follow up with discussion topics and logistics.

Thank you for considering — our students always leave these conversations more confident about their futures.

[Your Name] | [Your Role] | [Contact Info]

Alumni Invitation

Subject Line: *We'd love to have you back for our NAF Day!*

Hi [Alumni Name],

We're hosting NAF Day at [Academy Name] on [Date], and we're inviting alumni like you to come share your journey since graduation.

You'd join a short panel discussion or informal Q&A with current students — no preparation needed beyond being ready to talk about your path. It means a lot for students to hear from someone who sat in their seat.

Are you available from [start time] to [end time] on [Date]?

Let me know and I'll send more details.

[Your Name] | [Your Role] | [Contact Info]

Community Organization Invitation

Subject Line: *Partner with us for NAF Day at [Academy Name]*

Dear [Organization Contact],

[Academy Name] is hosting NAF Day on [Date] to strengthen the connection between our students and the local community. We'd be honored to have [Organization Name] participate as a community partner.

We're looking for support with [describe need: a guest speaker, a station at our work-based learning rotation, materials/sponsorship, etc.].

Please let me know if this is something your organization could support, and I'm happy to share more details.

[Your Name] | [Your Role] | [Contact Info]

Celebration Activities

A reflective experience that reinforces belonging and pride. Close your NAF Day with one or more of the activities.

Sample Activities

- Student affirmations — students write or share a short statement of pride in their academy
- Future-self letters — students write a letter to their future self about their NAF journey
- Academy pride wall — a display where students post reflections, photos, or handprints
- Commitment cards — students write one goal or commitment tied to their pathway
- Recognition ceremony — recognize student accomplishments, attendance, or leadership
- Group photo — capture the whole academy together for #NAFDay

Reflection Prompts

Use any of the prompts below across the sample activities above — affirmations, future-self letters, the pride wall, or commitment cards can all pull from this same list.

- I am part of NAF because...
- My academy makes me feel...
- The best advice I'd give an incoming student is...
- When people ask what my academy is about, I tell them...
- A moment when I felt like I belonged in this academy was...
- In five years, I hope to be...

Facilitation Notes

- Keep this component 15-20 minutes so it stays high-energy
- Play music or use a visual backdrop to make it feel celebratory, not academic
- Collect written reflections to share (with permission) for post-event recaps