

ALLOWABLE USES OF ADULT EDUCATION GRANT FUNDS FOR OUTREACH ACTIVITIES

Per [2 CFR 200.421](#), federal and state matching funds may be used for outreach activities, including advertising and public relations. When expending federal or state matching funds on outreach, please keep in mind the following:

- The outreach cost must be allowable, allocable, and reasonable. ([2 CFR 200.403 – 405](#))
- The outreach cost must be used to promote federally-funded activities, services and programs, not the organization in general.

The following chart provides examples of allowable and unallowable expenditures under [2 CFR 200.421](#), however, please note this list is not exhaustive.

Allowable and Unallowable Uses of Adult Education Grant Funds for Outreach Activities	
Expense Description	Allowable/Unallowable
Purchasing adult education advertisements in SDA-based newspapers and magazines	Allowable
Advertising grant services through local radio and television	Allowable
Advertising program services with paid ads on social networks (Instagram, Facebook, X)	Allowable
Paying a staff member to attend a local event with materials about adult education services	Allowable
Creating and disseminating brochures, flyers, postcards, pamphlets specific to adult education services	Allowable
Paying for bus stop signage, benches, banners, billboards, vehicle wraps, etc.	Allowable
Purchasing a text messaging and/or enterprise email application to disseminate information to large numbers of participants and potential partners	Allowable
Developing a website to share local program information and resources	Allowable
Procuring translation and interpretation services for community outreach events	Allowable
Contracting with translators/interpreters for the development of multi-lingual materials	Allowable
Contracting with influencers, graphic designers, photographer/videographers, marketing strategist, etc. for adult education outreach projects	Allowable
Procuring software and/or auxiliary aids and services to ensure outreach materials are accessible	Allowable
Purchasing “swag” with just the program or institution name (pencils, notebooks, bags, shirts, folders)	Unallowable
Purchasing souvenirs or memorabilia	Unallowable
Promoting High School Equivalency testing	Unallowable
Using funds for items of activities that promote the organization rather than just the adult education program	Unallowable