



**A Guide for Promoting Your CSF Scholar Grant**

# **PUBLIC RELATIONS TOOLKIT**

**Created for Catholic High Schools with CSF Scholars**

Dear School Leaders,

Congratulations on your CSF Scholar grant from the Catholic Schools Foundation! We've developed a public relations toolkit to make it easy for you to spread the word about this award for your school. From a template press release to social media, this toolkit will assist your school in spreading this news in your community. Additionally, we kindly ask that you email any published stories or news to [sabate@csfboston.org](mailto:sabate@csfboston.org).

On behalf of the Catholic Schools Foundation, we thank you for the incredible work you do every day to *Build Minds and Change Lives* in the Archdiocese of Boston. We would not exist without your commitment to providing students with a high-quality Catholic education.

Regards,  
Samantha Abate  
Marketing and Communication Specialist, Catholic Schools Foundation

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# Press Release

- A press release announcing your school's CSF Scholar grant is an essential tool for external communication.
  - The press release helps media representatives gather all of the information they need in one concise document.
  - We have made it easy for you to get started by providing you with a template press release on the next page.
  - Please copy and paste it into a new word document that you can then customize for your school.
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# Press Release Template

**(School Contact Info.)**

**(Name of school) Has Been Awarded #XX Scholarships by the Catholic Schools Foundation**

**(Date, City, State) – (Name of school)** was awarded **#XX scholarships** to support CSF Scholars in the Classes of 2020-2023. CSF Scholars are students who are identified as individuals motivated to succeed academically and to serve their community, have demonstrated financial need and who will benefit greatly from a Catholic education.

The CSF Scholars at **(name of school)** are among the 440 CSF Scholars in Catholic high schools across the Archdiocese of Boston who collectively will receive \$2.2 million in the 2018-2019 school year at 27 Catholic high schools in the Archdiocese of Boston.

“Young people are the future leaders of our society and we are thrilled to be able to invest in them through a Catholic education,” said Mike Reardon, Executive Director of the Catholic Schools Foundation.

The CSF Scholars Program was established in 2011 to provide scholarships to a select group of students in the Archdiocese of Boston’s Catholic high schools. To date, \$10.2 million in scholarships have been distributed to over 900 students for the CSF Scholars Program.

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# Social Media

Your school can use social media to celebrate and share information about your CSF Scholar grant. Below are Twitter and Facebook posts that can be used to share the news with your followers.

## Suggested Twitter Posts:

(Optional picture of students or staff holding up a sign that reads: “Thank you ICSF for providing scholarships to X students at our school!”) Thank you @ICSFBoston for providing scholarship funding for XX CSF Scholars at our school! CSF Scholars are students who are motivated to succeed academically & serve their community, have demonstrated financial need & will benefit greatly from a Catholic education. #ICSFBoston

(Optional picture of students or staff holding up a sign that reads: “Thank you ICSF for providing scholarships to X students at our school!”) Thank you @ICSFBoston for awarding (school name) a CSF Scholarship grant #CSFScholars202X #ICSFBoston (insert direct link to press release)

(Optional picture of students or staff holding up a sign that reads: “Thank you ICSF for providing scholarships to X students at our school!”) Our school was just awarded (number of scholarships) for our CSF Scholars. Thank you, @icsfboston!  
#CSFScholars202X #ICSFBoston

## Suggested Facebook Posts:

#1 – (Optional picture of students or staff holding up a sign that reads: “Thank you ICSF for providing scholarships to X students at our school!”) We are so excited to share that our school received (number of scholarships) for our CSF Scholars. Thank you @Inner-City Scholarship Fund! For more information, visit (insert direct link to press release) #ICSFBoston

#2 - (Optional picture of students or staff holding up a sign that reads: “Thank you ICSF for providing scholarships to X students at our school!”) Thanks to @Inner-City Scholarship Fund, some of our students are receiving scholarships through the CSF Scholars Program. Our school received (number) scholarships this year and we are so proud of our scholars! #ICSFBoston

# Frequently Asked Questions

## FAQ About the Catholic Schools Foundation

### *What is the Catholic Schools Foundation?*

- The Catholic Schools Foundation is an independent, not-for-profit organization that changes lives by providing families with demonstrated financial need an opportunity to give their sons and daughters a quality education, focused on Christian values and character formation at Catholic Schools located throughout the Archdiocese of Boston, regardless of race, religion, ethnicity or gender.

### *What programs does it provide?*

- CSF provides a range of programs and funding opportunities designed to ensure that quality, Catholic education remains sustainable for and accessible to families within the Archdiocese of Boston. Our signature program, the Inner-City Scholarship Fund, provides thousands of children in need with partial scholarships to attend Catholic schools.
- In addition to scholarship funds, CSF works with local schools to promote sustainability through programming like the Hispanic Recruitment Initiative, our admissions collaborative, education innovation grants, and through workshops and seminars.

For a full listing of our programs, please visit [www.csfboston.org](http://www.csfboston.org).

### *Where does the money come from?*

- CSF is an independent, not-for-profit organization that relies on the generosity of donors.

### *What schools are eligible for grant funding?*

- Catholic elementary and high schools within the Archdiocese of Boston are eligible for grant funding from the Catholic Schools Foundation.

### *What is the Inner-City Scholarship Fund?*

- The Inner-City Scholarship Fund is the signature program of The Catholic Schools Foundation. Through this fund, thousands of children in need receive partial scholarships to attend Catholic schools in the Archdiocese of Boston. Scholarships are given primarily to students in high poverty neighborhoods and are awarded without regard to race, religion, national origin or gender.

# Thank You!

Thank you for taking the time to share this wonderful news with your communities. Sharing the success of your school and students helps to promote the great work that you do every day. If you have any questions about how to promote your CSF Scholars, please contact Samantha Abate at [sabate@csfboston.org](mailto:sabate@csfboston.org) or by phone at (617) 398-5459.