



**A Guide for Promoting Your Catholic Schools Foundation Scholars**

# **PUBLIC RELATIONS TOOLKIT**

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

Dear School Leaders,

Congratulations to your CSF Scholars! We've developed a public relations toolkit to make it easy for you to spread the word about this great honor for your students. From a template press release and newsletter article to social media and internal communication, this toolkit will assist your school in spreading this news in the 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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# The Press Release

- A press release announcing that a student(s) within your school have been chosen as a CSF Scholar 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 student(s) and school.
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# Press Release

## **(School Contact Info.)**

### **(name of student) is inducted into the eighth class of CSF Scholars by the Catholic Schools Foundation**

Tuesday, October 24<sup>th</sup>, Newton, MA – At a Mass followed by a reception at Our Lady Help of Christians Church, Seán Cardinal O’Malley, Archbishop of Boston, inducted the eighth class of Catholic Schools Foundation (CSF) Scholars. **(Name of student)** from **(name of school)** was one of 109 incoming freshmen from across the Greater Boston area that was selected for this program. The class of 2022 joins 323 current CSF Scholars at 28 high schools in the Archdiocese of Boston. Additionally, **(name of student if applicable)** was one of the 5 freshmen recognized as Gerstner Scholars. The Catholic Schools Foundation has committed \$2.2 million in support of the CSF Scholars and \$125K in support of the Gerstner Scholars for this school year.

“Our donors believe in Catholic education,” said Mike Reardon, Executive Director of the Catholic Schools Foundation. “They and we know that the work done by the teachers and school leaders is truly transforming the lives of young people and we are proud to partner with these schools and provide this life-changing opportunity for these students and families.”

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. Students are chosen from each school based upon their potential to succeed academically and to serve his or her community. Since 2011, \$8.1 million in scholarships have been distributed to 800 students for the CSF Scholars Program.

**(If applicable)** The Gerstner Scholars program, established in 2015 by Lou Gerstner, former chairman and CEO of IBM, provides scholarships to students who exemplify what it means to be a Catholic elementary school graduate. Gerstner Scholars excel academically, display leadership, demonstrate potential for success, exhibit resilience and present themselves proudly in the community. There are currently 15 Gerstner Scholars at seven Catholic high schools in the Archdiocese of Boston.

“It is wonderful that the celebration of the CSF and Gerstner Scholars occurs at a Mass with everyone

thanking God for the gifts provided to our students,” said Kathy Mears, Superintendent for Catholic schools in the Archdiocese of Boston. “In a very real way, we are modeling for our students what generosity is and that we should praise God, with whom all things are possible. Having us come together in prayer and in communion shows that our relationship with God is of primary importance.”

*The Catholic Schools Foundation, Inc. (CSF) supports the educational mission of the Church while helping to provide programs and services that ensure optimal educational opportunities for all students regardless of race, religion, national origin or gender attending Roman Catholic primary and secondary schools located in the Archdiocese of Boston.*

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# The Media List

One of the key components for getting your news out into the community is to create a targeted media list with contacts that will most likely cover your story. Below are a few tips for researching appropriate contacts in print/online and broadcast to receive your news.

- Write down all the towns served by your organization to find daily and weekly newspapers that are relevant to your school.
- Find editors/reporters that cover community news and education. Most print outlets also have online editions so be sure to look for contact names for both print and online (they are sometimes the same staff).

# Notifying Media

Pitching a story to local media takes more than just simply emailing the newspaper editor a press release. Below are a few tips to help you get local media coverage:

- When you pitch an article to local media outlets, make sure you are familiar with the publications.
- Find editors/reporters that cover community news and education.
- Before sending an email, include two or three sentences that answer the who, what, when, where and why before the reporter even reads the press release. They should want to read further for more information.
  - **Example:** (Insert school name) has been awarded (number of scholarships) as part of the Catholic Schools Foundation Scholars Program created by the Catholic Schools Foundation. Below is a press release with further details.
- For the email subject line, stay away from subjects like “Please read!” and tailor your subject to your reader.
  - **Example:** (Insert school name) receives (number of scholarships) from the Catholic Schools Foundation as part of the CSF Scholars Program.
- Once you’ve sent the email to your media contact, feel free to follow up with a brief email inquiry or phone call within 2-3 days.

# Newsletter Template

(This can be used in a print or e-newsletter to share about your CSF Scholars)

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# Newsletter Template

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# Photos

Photos can be used on your website, with your newsletter and included in social media posts. They are also great to include in media outreach and internally with your students, families, board, etc.

- All photos can be found here: <https://peiphoto.smugmug.com/CATHOLIC-SCHOOLS-FOUNDATION/CSF102418-SCHOLAR-MASS/>
- Below is a group photo that can also be used

You can also create a hyperlink over the image if you are posting it on the website that directs readers to the newsletter article or press release for more information.

Steps to create hyperlink over image:

- Use the mouse and right click over the image
- Select hyperlink option
- Insert URL that will direct readers to newsletter article or press release



Photo can also be found at: <https://peiphoto.smugmug.com/CATHOLIC-SCHOOLS-FOUNDATION/CSF102418-SCHOLAR-MASS/i-ccDfXVk/A>

# Social Media

Your school can use social media to celebrate and share the success of your students. Below are Twitter, Instagram, and Facebook posts that can be used to share the news with your followers.

## **Suggested Twitter/Instagram Posts (use the photo from page 8 for Instagram):**

Excited to announce (insert students name) has been named a CSF Scholar by @icsfboston. #CSFScholars (insert direct link to newsletter or press release)

Thank you @icsfboston for awarding (insert students name) a CSF Scholarship #CSFScholars (insert direct link to newsletter or press release on non-profit website)

## **Suggested Facebook Posts:**

#1 - Click 'like' if you're excited that (insert student's name) was named a CSF Scholar this year! Thank you @CatholicSchoolsFoundation Boston! For more information, visit (insert direct link to newsletter or press release on website)

#2 - Thanks to @CatholicSchoolsFoundation Boston, some of our students are receiving scholarships based upon, among other criteria, his or her grades, work ethic, and demonstrated care and concern for others in the school community and beyond.

# Frequently Asked Questions

## Catholic Schools Foundation Questions

### ***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, both internal and external. 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 by email: [sabate@csfboston.org](mailto:sabate@csfboston.org) or by phone at (617) 398-5459.