



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/Gerstner 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.

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(s) or number of students) is/are inducted into the ninth class of CSF Scholars by the Catholic Schools Foundation

Tuesday, October 22nd, Newton, MA – At a Mass followed by a reception at Our Lady Help of Christians Church, Most Reverend Peter Uglietto inducted the ninth class of Catholic Schools Foundation (CSF) Scholars. **(Name of student/number of students)** from **(name of school)** was/were part of the 117 incoming freshmen from across the Greater Boston area that were selected for this program. The class of 2023 joins 313 current CSF Scholars at 26 high schools in the Archdiocese of Boston. Additionally, **(name of student if applicable)** was one of the 15 students recognized as Gerstner Scholars. The Catholic Schools Foundation has committed \$2.2 million in support of the CSF Scholars and \$100K in support of the Gerstner Scholars for this school year.

“You are here because someone believes in you,” said Mike Reardon, Executive Director of the Catholic Schools Foundation. “Your parents, guardians, grandparents, aunts, uncles, believe in you. Our supporters, people you’ve never even met, believe you have gifts worth sharing. They and we know the value of a high-quality Catholic education, and the impact that strong school leaders, teachers and faculty can have on the future of young people.”

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, \$10.2 million in scholarships have been distributed to 900 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 8 Catholic high schools in the Archdiocese of Boston.

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.

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 CSF 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.
- 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

Press Release

(School Contact Info.)

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Newsletter Template

the Archdiocese of Boston.

Photos

Photos can be used on your website, in any newsletters or e-news 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/CSF102219-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/CSF102219-SCHOLAR-MASS/>

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. #ICSFBoston #CSFScholars (insert direct link to newsletter or press release)

Thank you @icsfboston for awarding (insert students name) a CSF Scholarship #ICSFBoston #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.

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 or by phone at (617) 398-5459.