

## Fall Distribution Marketing Instructions

*Each year, CSF provides scholarship aid to thousands of students across the Archdiocese of Boston. Now, CSF needs your help to spread the word on the great work of the Inner-City Scholarship Fund and the impact it has on students and schools. Please read the following instructions carefully and reach out with any questions. We thank you for your continued partnership; it is vital in allowing CSF to continue to support as many students as possible.*

1. If your school will receive a fall distribution from CSF on November 21, make a sign following the format below:
    - "Thank you to CSF's Inner-City Scholarship Fund for providing scholarships to (# OF STUDENTS RECEIVING CSF SUPPORT) students at (SCHOOL NAME)!"
  2. The signs must be the size of a standard poster board (22x28) or bigger. **The words must be neatly written and the letters big/dark enough to read in a photo.**
  3. Please have all (if possible) of your CSF sponsored students or a group of students pose for a photo with the poster. Email the photo to [sabate@csfboston.org](mailto:sabate@csfboston.org) and **post on two of your social media platforms**. Social media posts **must include the hashtag #ICSFBoston and must tag CSF (Facebook: @catholicschoolsfoundation, Instagram and Twitter handles: @ICSFBoston)**.
  4. On the following page is a template of a press release. **Please send this press release with a photo to your local newspaper.** CC [sabate@csfboston.org](mailto:sabate@csfboston.org) when you send the press release so we know it has been shared.
- \*If you are having difficulty finding the contact person for your local paper, I am available to help.
5. Please forward any press received from these actions to [sabate@csfboston.org](mailto:sabate@csfboston.org).

**NOTE: CSF Sponsored Schools who participated in the press project in October are EXEMPT from this project, however should feel free to do both.**

### **Contact information:**

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**sabate@csfboston.org**  
**(617) 398-5459**

## **Press Release Template**

(Date) (City, State) – (SCHOOL NAME) is pleased to announce they will be receiving scholarship support for (# OF STUDENTS RECEIVING CSF SUPPORT) students for the 2019-2020 school year from the Inner-City Scholarship Fund (ICSF).

ICSF is the signature program of the Catholic Schools Foundation. This year, ICSF will be providing nearly \$10 million in scholarship support to more than 4,000 students in the Archdiocese of Boston. The ICSF has been dedicated to creating accessibility to a high quality, values-based education for low-income families for three decades.

“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.”

About (SCHOOL NAME):

(PARAGRAPH ABOUT YOUR SCHOOL, HOW THIS FUNDING WILL IMPACT YOUR SCHOOL)

About CSF:

The Catholic Schools Foundation (CSF) is the premier non-profit institution for granting aid to low-income students to attend Catholic elementary and high school in the Archdiocese of Boston. CSF’s tax exempt 501(c)(3) status is separate from the diocese, allowing companies and individuals who are unable to donate to religious organizations to support disadvantaged youth in the Archdiocese. Over the past three decades, CSF has distributed more than \$100 million in scholarship aid to over 50,000 students in the Greater Boston community. With an astounding 100% high school graduation rate, these scholarships are transforming lives and futures. CSF has earned the highest possible rating (4-stars) through Charity Navigator based on its financial health, accountability and transparency for five consecutive years.

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