



A Guide for Promoting Elementary School Scholarship Grant

PUBLIC RELATIONS TOOLKIT

**Created for Catholic Elementary Schools Receiving General, NOVA,
Recruitment, Retention, and HRI Scholarship Support for the 2019-2020
School Year**

Dear School Leaders,

Thank you for applying for a grant for your elementary school. We are happy to support your school and the students you serve! We've developed a public relations toolkit to make it easy for you to spread the word about this great honor for your school and 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. For a more in-depth consultation on earning localized media, please contact Samantha Abate, CSF's Marketing and Communication Specialist, at 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.

Thank you,

Samantha Abate, Marketing and Communication Specialist

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The Press Release

- A press release announcing that your school has been chosen to receive a CSF Elementary School Grant for the 2019-2020 school year.
 - 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 school.
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PRESS RELEASE

[Elementary School Name] has been awarded XX scholarships for current students as well as funding towards the recruitment of approximately XX new students for the 2019-2020 school year from the Catholic Schools Foundation's signature program, the Inner-City Scholarship Fund.

This grant is part of a \$5.7 million dollar effort by the Catholic Schools Foundation to support Catholic elementary schools in the Archdiocese of Boston. Students in kindergarten to eighth grade are guaranteed their scholarship each year that they are enrolled in their Catholic grade school provided they demonstrate financial need each year. Scholarships are awarded regardless of religion, race, ethnicity, national origin or gender.

This grant will also fund 1-5 Peter Lynch Scholars at [Elementary School Name]. A Peter Lynch Scholar is a student who has excellent academic achievements and work ethic, cares for others in the school community, has had his/her life impacted significantly by a Catholic education and has a financial need.

[FOR SCHOOLS RECEIVING HRI/NIS FUNDS ONLY:] Additionally, [Elementary School Name] has been awarded scholarships as part of the Catholic Schools Foundation's \$1M investment to the Hispanic Recruitment Initiative and New Immigrant Scholarship Program, an effort to expand access to high-quality Catholic education for families from diverse communities.

CSF is the premier institution for granting aid to low-income students to attend Catholic elementary and high schools in the Archdiocese of Boston. 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.

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The Catholic Schools Foundation (CSF) supports the educational mission of the Church while helping to provide programs and services that insure 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 in 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 (total grant amount) as part of the Catholic Schools Foundation's total elementary school grant award of \$5.7 million for the 2019-2020 school year.
- For the email subject line, stay away from subjects like "Please read!" and tailor your subject to your reader.
 - **Example:** (Insert school name) received a grant from the Catholic Schools Foundation for XX scholarships.
- 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.

Social Media

Your school can use social media to celebrate receiving a CSF Elementary School Grant. Below are Twitter, Instagram, and Facebook posts that can be used to share the news with your followers.

Suggested Twitter/Instagram Posts:

Excited to announce (school name) received a grant from @icsfboston for recruitment and retention of XX existing scholarship recipients. #ICSFBoston (insert direct link to newsletter or press release)

Thank you @icsfboston for awarding (school name) a CSF elementary school grant! (insert direct link to newsletter or press release on non-profit website) #ICSFBoston

Suggested Facebook Posts:

#1 - Click 'like' if you're excited that (schools name) was awarded a CSF Elementary School Grant! Thank you @CatholicSchoolsFoundation! For more information, visit (insert direct link to newsletter or press release on website) #ICSFBoston

#2 - Thanks to @CatholicSchoolsFoundation, 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. We are so proud of our students and so thankful for the support of CSF's signature program, the Inner-City Scholarship Fund! #ICSFBoston (Picture of students)

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 elementary school grant, please contact Samantha Abate at sabate@csfboston.org or at (617) 398-5459.