

## Fall Distribution Marketing Instructions

*Each year, CSF provides scholarship aid to thousands of students across the Archdiocese of Boston. This year, we need 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 should any questions arise, do not hesitate to reach out. 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 receives a CSF grant when the fall distribution goes out on November 15, we strongly encourage your school to make a sign that follows this template:
    - "Thank you to the 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 (or as many as possible) of your CSF supported students to pose for a photo with the picture. Email the photo to us at [sabate@csfboston.org](mailto:sabate@csfboston.org) as well as post on two (2) of your social media pages. Social media posts must include the hashtag #ICSFBoston and must tag us on whichever social media you decide to share it on.
  4. I have attached a template of a press release for you to update with the number of students receiving CSF support this year. Please send this press release with 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 me at [sabate@csfboston.org](mailto:sabate@csfboston.org).