

NYC
KiDS RiSE[™]
Save for College
Program Partner



NYC Kids RISE Save for College

Communication
Guidelines

Overview

Welcome to the Save for College Community! We are proud to partner with you as your organization works to integrate the Save for College Program in ways that best fit your services and the communities you serve.

What We're Doing Together:

The Save for College Program is a community-driven wealth-building platform that is meant to support, reinforce, and become integrated within organizations like yours that make up the unique ecosystem of each neighborhood. Together, we embark on a mission to familiarize families with the Save for College Program; make it a community-wide tool that enables neighborhoods to work together; and collectively build assets and reinforce expectations of success for every community's kids.



How this Guide Can Help:

This guide is an additional resource that makes using and communicating about the Save for College Program easy and clear. Our shared success in making the Save for College Program a tool that best supports your organization's goals and the dreams of the families you work with won't stem from this document alone. That success is dependent on you, our partners, taking these resources and making them your own.

What this guide offers you:

- Creative assets and language tailored to each 'type of event' you will be offering to introduce the Save for College Program
- A process to lessen the burden of approvals
- Suggestions on how to best communicate about the program
- Language and branding that should help present this program to families in a consistent, easy-to-understand way, across all partners

What to keep in mind:

- You know your communities the best - what works and what doesn't
- This guide is a starting point, a template to create and build a strategy supported by communications that reflect each of your unique communities
- It is important that the program is represented consistently and accurately across each of our partners to avoid confusion among families

Table of Contents

01

Approval Protocol

When we need and don't need to review and approve materials

02

Resource Library

Ready-to-use materials with plug-and-play options, boilerplate language and sections, key points and messages, logos and images, and a style guide

03

Marketing Tips

Suggestions for how, when and where to most effectively promote the program

**Thank you for partnering with NYC Kids RISE
on the Save for College Program!**

Together, we will enable every community to take small steps to big college dreams.

01 _____
**Approval
Process**



Approval Process

When we need and don't need to review and approve materials

Do NOT Need Approval

You do NOT need approval if you use any of the materials provided “as is,” without changing the language.

You do NOT need approval to change out images that you feel are more reflective of your community.

You do NOT need approval for any language or positioning that is included in a promotional asset that is not in reference to the program. As an example, if you are promoting the Save for College Program as part of a broader newsletter promoting multiple items, you can brand and position the newsletter in any manner you choose, as long as the section on the Save for College Program contains only approved language.

Important Note on Waivers:

Our assumption is that any image, quote, or testimonial that you have gathered and plan to use has a waiver on file. As an example, this **NYC Kids Rise Waiver Form** is considered an acceptable waiver. In an effort to make our communications more reflective of the communities we serve, these images, quotes, and stories will be made available to other partners, unless you communicate to our team that you are not comfortable with those assets being shared.

DO Need Approval

You DO need approval for any materials that mention the NY 529 *Direct Plan*, which is a specific branded account that is not controlled by NYC Kids RISE.

- You do not need approval if you use the generic terms “529 account” or “529 plan”, as long as that language is part of materials previously provided or approved by NYC Kids RISE.
- You do not need our approval to share NY 529 plan materials that were provided to you directly from the NY 529 plan or other sources unrelated to NYC Kids RISE.

You DO need approval if you use language to describe the program that is not included in the materials in the next section. Examples of this may include:

- an introduction to the program that appears before a “section” or “boilerplate”
- a testimonial/quote by a program participant
- a personal letter to families promoting the program.

You DO need approval of any program information you wish to share with the media, press, or bloggers.

Important 529 Disclosure:

The NYC Kids RISE Save for College Program is a scholarship and savings program administered by NYC Kids RISE, Inc., a nonprofit, in partnership with the NYC Department of Education and the City of New York. NYC Kids RISE is neither affiliated with, nor an authorized distributor of, New York's 529 College Savings Program and does not solicit investments or provide investment advice. The City of New York and the NYC Department of Education offer no endorsement or recommendation about, and do not control, own or are affiliated with the program manager for New York's 529 College Savings Program and any particular college savings or other investment vehicle, including ones which families may learn about through the Save for College Program.

Approval Process

PROCESS FOR APPROVAL:

- Plan on sending at least 5-7 business days before using the material.
- Submit materials for review using [this Google form](#).
- NYC Kids RISE will review and provide feedback via email within five business days.
- After receiving feedback, please revise and send back to NYC Kids RISE for final approval. Final approval will in most cases be completed within one business day.
- Any potential press pitch/story opportunities or press inquiries about the program should be shared immediately with NYC Kids RISE.

AMPLIFYING YOUR EFFORTS

As a reminder, we want your organization to promote the Save for College Program efforts in the ways that best fit your services and the communities you serve. Please be sure to leverage your organization's existing marketing, publicity, digital and other outreach tactics as part of your outreach efforts related to the Save for College Program.



02 _____

Resource Library



Resource Library

Every neighborhood and organization is unique in how they engage with families. With that in mind, NYC Kids RISE has created tools and content specific to each 'type of event' we anticipate you will use to introduce the Save for College Program. On the following pages, you will find toolkits which include creative assets, templates, logos and talking points, as well as general resources, to use when integrating the NYC Kids RISE Save for College Program into your organization's efforts.

Following are plug-and-play materials designed for use in-person, via email, on social media and in print. The materials are organized into the categories below:

Family Engagement Event Types

- [Promoting a 'Piggybacked Event'](#)
- [Promoting a 1-to-1 Consultation](#)
- [Promoting a Save for College Program Event](#)

The tools in this section are meant to promote events or interactions which are covered in the [1:1 Family Orientation Toolkit](#). For more information on executing these types of events or interactions, please review this toolkit.

Special Event Types

- [Promoting a College Visit](#)
- [Promoting Tax Time](#)
- [Promoting a Read-a-thon](#)

The tools in this section are meant to promote the initiatives and events found in the [College Visit, Tax Time and Read-a-thon toolkits](#). For more information on executing these initiatives and events, please review those toolkits.

General Resources

- [Boilerplates and Sections](#)
- [Style Guide](#)
- [Logos and Images](#)



Resource Library

Family Engagement Event Types

Promoting a 'Piggybacked Event'

Goal: Drive attendance to an event that is not an NYC Kids RISE Save for College Program event but where you expect that eligible families will be in attendance and available for a brief introductory interaction or some quick questions.

Examples of Piggybacked Events: Student showcase, summer camp orientation, holiday potluck, back-to-school backpack giveaway, parent teacher conferences, family fun day, etc.

Opportunity: Families can learn about the Save for College Program, get their questions answered and/or complete Building Block #1.

Email and Print

For this type of event, you are most likely using your own promotional material, but would like to let families know that you will be introducing the Save for College Program at the event. Below are two options for a Save for College Program blurb to add to an existing promotional flyer or digital invite.



Partner Logo in Header
[Click to Download](#)



Option for Images
[Click to Download](#)

Blurbs

Blurb 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

At this event you can also learn more about the NYC Kids RISE Save for College Program, which is providing all K-3rd grade students in District 30 college and career training funds for their future. Your child may be one of the students with an NYC Scholarship Account with an initial deposit of \$100. Learn more about how to get started and how you can increase your child's savings. Please bring your child's Student ID Number or report card.

Resource Library

Family Engagement Event Types

Blurb 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

At this event you can learn more about the Save for College Program and how we are working together to save for your child's college and career training future!

- Your child has already received \$100 in scholarship money from the nonprofit NYC Kids RISE. Take the next steps, and earn \$175 more!
- You can earn \$25 more in scholarship money just by activating your NYC Scholarship Account. You can then decide which college savings account you want to open to earn more rewards.
- The Save for College Program is a way for families and communities to work together to save for their kids' educational futures.

Optional: We just ask that you bring your child's student ID number or report card.

In-Person or Via Phone - 15- Second Pitch

Pitch 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Hi - I was wondering if you are planning to attend [event] on [date]?

At this event we will chat about the NYC Kids RISE Save for College Program, which is providing all K-3rd grade students in District 30 college and career training funds for their future. Your child may be one of the students with an NYC Scholarship Account with an initial deposit of \$100. Learn more about how to get started and how you can increase your child's savings. I hope you can join us at [event] on [event date] at [location], where we will also further discuss this scholarship and savings program. We just ask that you bring your student's ID number or report card.

Pitch 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

At the event, we're going to also chat about the 'Save for College' program. Your child already has \$100 in scholarship money set aside by the program, and can earn \$175 more by completing three steps. I hope you can join us at [event] on [event date] at [location], where we will also further discuss this scholarship and savings program.

Optional: We just ask that you bring your student's ID number or report card.

Resource Library

Family Engagement Event Types

Promoting a 1-to-1 Consultation

Goal: Encourage parent / guardian to schedule a specific time and day to meet with your organization.

Examples of 1:1 appointments: Families drop in to office hours, families schedule a specific time/day to meet with a partner in person or via phone.

Opportunity: Families are provided with dedicated time and individualized support to complete any or all the Building Blocks as well as ask questions and obtain answers about the Save for College Program.

Email and Print

When promoting a 1-to-1 consultation, we suggest using existing NYCKR templates and/or creative materials, as they were intended for this use. Please see below for a few suggestions for how to approach this:

FOR THE APPOINTMENT

ITEM

USE

THUMBNAIL (CLICK TO ACCESS)

Customizable Infographic with Appointment Card

Program overview infographic with appointment section to request an appointment



Customizable Postcard with Appointment Card

Postcard with appointment section to request an appointment



Resource Library

Family Engagement Event Types

ITEM

USE

THUMBNAIL (CLICK TO ACCESS)

Customizable Poster

Poster that can placed in areas eligible families can view and find contact information to make appointments



Dedicated HTML Email

HTML e-mail blast with Make an Appointment call-to-action



Resource Library

Family Engagement Event Types

Social Media

Suggested Social Text 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Did you know... students in K, 1st, 2nd and 3rd grade in the NYC Kids RISE Save for College Program participating schools already have funds for college and career training? Message us to find out if you are eligible and make an appointment to take advantage of this resource.

Suggested Social Text 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

If you have a K - 3rd grader, your child has already received \$100 in scholarship money from our partner NYC Kids RISE, and can receive \$175 more. Message us to make an appointment to learn more!

We will help you take the three steps to earning \$175 for your child's college/career training. Message us to make an appointment!



Social Media Graphics
[Click to Download](#)

Resource Library

Family Engagement Event Types

In-Person or Via Phone - 15 - Second Pitch

Pitch 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Did you know... students in K, 1st, 2nd and 3rd grade in the NYC Kids RISE Save for College Program participating schools already have funds for college and career training?

*Do you have a child in K-3 in a public school? (check grade and school, and if yes:)
Would you like to make an appointment so I can explain how the program works and we can complete the steps together?*

Pitch 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

"Hi - I was wondering if you have heard of the NYC Kids RISE Save For College Program? Your child already has \$100 in scholarship money set aside by the program, and can earn \$175 more by completing three steps. Would you like to make an appointment so I can answer any questions and we can complete the steps together?"

Resource Library

Family Engagement Event Types

Promoting a Save for College Program Event

Goal: Drive attendance at a “stand- alone” event focused on supporting multiple families at once to understand the Save for College Program and complete the Building Blocks.

Examples of Save for College Events: Save for College Program events are all focused on sharing information about the program in a group setting and then providing families with opportunities to self-guide through Building Block completion with assistance from the event facilitators. These events may include a meal, child care or have a theme related to a time of the year but the event agenda is always a presentation about the Save for College Program followed by an opportunity to complete the Building Blocks.

Opportunity: Families can receive an overview of the program in a group setting where they can ask questions and hear their peers ask questions. Families can also complete the Building Blocks with a facilitator present to help guide them in case they have questions, concerns or an issue completing a step.



Resource Library

Family Engagement Event Types

Email and Print

When promoting a Save for College Program Event, we suggest using existing NYCKR templates and/or creative materials, as they were intended for this use. Please see below for a few suggestions for how to approach this:

TO PROMOTE YOUR PROGRAM EVENT

ITEM

USE

THUMBNAIL (CLICK TO ACCESS)

Invite to Program Event - Leveraging Infographic

Customize this template for your special event (English/Spanish)

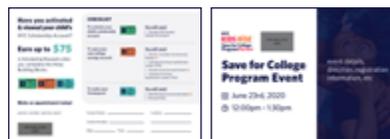
Flyer/Handouts to provide to individuals to promote the event



Invite to Program Event - Leveraging Postcard

Customize this template for your special event (English/Spanish)

Flyer/Handouts to provide to individuals to promote the event



Invite to Program Event - Leveraging Poster

Customize this template for your special event (English/Spanish)

A Poster that can be hung in places where eligible families will see it and that advertises the specific event opportunity



Invite to Program Event - HTML Email

Event-Specific HTML E-mail Blast Customizable for date, time, location



Resource Library

Family Engagement Event Types

In-Person or via Phone - 15 - Second Elevator Pitch

Pitch 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Did you know... students in K, 1st, 2nd and 3rd grade in the NYC Kids RISE Save for College Program participating schools already have funds for college and career training?

Do you have a child in K-3 in a public school? (check grade and school, and if yes:) I hope you can join us at [event] on [event date] at [location], where we will further discuss the Save for College Program and you will have an opportunity to complete the Building Blocks.

If a family agrees to attend:

Great! To complete Building Block #1: we just ask that you bring your child's student ID number

Or

Great! To complete Building Block #2 / 3: you must bring the following, for your reference:

- *Your child and your ITIN or social security number*
- *Your bank account number and routing number*

Pitch 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

Hi - I was wondering if you're planning to attend [event] on [date]?

At the event, we will introduce the NYC Kids RISE Save for College Program. Your child already has \$100 in scholarship money set aside by the program, and can earn \$175 more by completing three steps. I hope you can join us at [event] on [event date] at [location], where we will further discuss the Save for College Program and you will have an opportunity to complete the Building Blocks.

If a family agrees to attend:

Great! To complete Building Block #1: we just ask that you bring your child's student ID number

Or

Great! To complete Building Block #2 / 3: you must bring the following, for your reference:

- *Your child and your ITIN or social security number*
- *Your bank account number and routing number*

Resource Library

Family Engagement Event Types

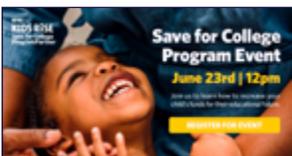
Social Media

Suggested Social Text 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Did you know... students in K, 1st, 2nd and 3rd grade in the NYC Kids RISE Save for College Program participating schools already have funds for college and career training? Come to the event at [location] on [date] to find out if you are eligible and take advantage of this resource.

Suggested Social Text 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

If you have a K - 3rd grader, your child has already received \$100 in scholarship money from our partner NYC Kids RISE, and can receive \$175 more. Come to the event at [location] on [date] We will help you take the three steps to earning \$175 for your child's college/ career training.



Social Media Graphics
[Click to Download](#)

Resource Library

Special Event Types

College Visits/Tours

Goal: To drive attendance to a college visit that will expose both parents and children to the look and feel of the college experience, and help them start to identify as college bound.

Opportunity: Parents and children will tour a college and also have an opportunity to learn more about the cost and funding sources for colleges as well as how the NYC Kids RISE Save for College Program fits into the picture. Families will have dedicated time to complete any of the Building Blocks.

Email and Print

ITEM

USE

THUMBNAIL (CLICK TO ACCESS)

College Visit - Flyer

Customize this template for your college visit (English/Spanish)

Flyer/Handouts to provide to individuals to promote the event



College Visit - HTML Email

Event-Specific HTML E-mail Blast Customizable for date, time, location



In-Person or Via Phone - 15-Second Elevator Pitch

As part of our college visit, we are also going to chat about the Save for College Program. Your child already has an NYC Scholarship account with \$100 set aside for college and career training funds. We hope you can join our college visit on [x] date where families and students will get to experience college life, and learn more about how to plan and save for your child's college and career training through the NYC Kids RISE Save for College Program.

Resource Library

Special Event Types

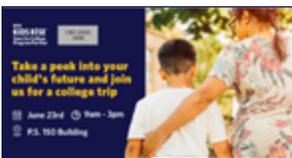
Social Media

Suggested Social Text 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Do you know about the resources available for K-3 students' future? Take a peek into your child's future and join us for a College Trip on [date] at [location]! Learn about the college experience and the NYC Kids RISE Save for College Program to help you prepare now for their future and increase their savings for College and Career Training. Message us to find out if you are eligible for the Save for College program. Learn more about the College Trip here [LINK].

Suggested Social Text 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

Did you know your child may have funds for their educational future? Take a peek into your child's future and join us for a College Trip on [date] at [location]! Learn about the college experience and the NYC Kids RISE Save for College Program to help you prepare now for their future and increase their savings for College and Career Training. Learn more about the College Trip here [LINK].



Social Media Graphics

[Click to Download](#)

Resource Library

Special Event Types

Tax Time

Goal: Drive eligible families to use an organization's free tax prep services while using tax time as an opportunity to split their refund and use a portion for college savings.

Opportunity: Provide families with a tangible way to save by splitting a portion of their tax refund at the moment they file their taxes. Families who have not yet completed Building Block #2 can obtain support to open and link their own college savings account in order to be able to designate part of their refund for their child's college savings.

Email

ITEM

Tax Time -
HTML Email

USE

HTML E-mail Blast Customizable
for Tax Time Services and
Appointment Details

THUMBNAIL (CLICK TO ACCESS)



In-Person or Via Phone- 15-Second Elevator Pitch

[Haven't done BB2]

Hi - I was wondering if you're planning on doing your taxes with us this year?

When you come in, we will discuss how your tax refund can be a great way to contribute to your child's college savings. Since your child is part of the NYC Kids RISE Save for College Program, they already have an NYC Scholarship Account with a \$100 deposit. You can increase those funds and also start your own savings connect to the program. We can help with the next steps to get you started.

[Haven't done BB3]

Hi - I was wondering if you're planning on doing your taxes with us this year.

When you come in we will discuss how your tax refund can be a great way to contribute to your child's college savings connected to the NYC Kids RISE Save for College Program. We will help/support with the next steps you can take to increase your child's college savings and how you can take advantage of your tax refund.

Resource Library

Special Event Types

Social Media

Suggested Social Text 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Discover how easy it is to prepare your taxes for free! Make an appointment for free tax preparation services at [Location]! You may also be eligible to use part of your tax refund to save for your child's future college and career training as part of the NYC Kids RISE Save for College Program. Book an appointment here [LINK].

Suggested Social Text 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

Discover how easy it is to prepare your taxes for free! Make an appointment for free tax preparation services at [Location]! Plus, you can use part of your tax refund to save for your child's future college and career training as part of the NYC Kids RISE Save for College Program. Book an appointment here [LINK].



Social Media Graphics
[Click to Download](#)

Resource Library

Special Event Types

Blurb

For this type of event, you are most likely using your own promotional material, but would like to let families know that they can save for college by splitting part of their tax refund. Below is a blurb and two options for motivational messages to be used in outreach materials for free tax preparation services.

Want to use part of your tax refund to save for your child's future college and career training?

- *[insert CBO name] offers free tax preparation and helps you apply a portion of your refund to your child's college savings account. Book a free appointment, by calling [insert CBO phone number] or visiting [insert CBO website URL].*

Optional Motivational Message 1

You may be eligible to earn \$150 more in scholarship rewards for your child through the NYC Kids RISE Save for College Program.

Optional Motivational Message 2

Time is on your side. Starting to save for college and career training when your child is young can make a difference.

Resource Library

Special Event Types

Read-a-thon

Goal: To drive participation in the Read-a-thon, a fun and educational way for participating children to gather support from friends, family, and other champions in their community for their college and career training future.

Opportunity: Provide families with a tangible way to save for their child by enlisting the support of friends, family and other important adults in their child's life.

Email and Print

ITEM

USE

THUMBNAIL (CLICK TO ACCESS)

Read-a-thon - Flyer

Customize this template for the Read-a-thon (English/Spanish)

Flyer/Handouts to provide to individuals to promote the program



Read-a-thon - HTML Email

HTML E-mail Blast Customizable for promoting the Read-a-thon



In-Person or Via Phone - 15-Second Elevator Pitch

Hi - I was wondering if you're planning to participate in the Read-a-thon?

Since your child is part of the NYC Kids RISE Save for College Program and has an NYC Scholarship Account with at least \$100 in it, the Read-a-thon can be a great opportunity to increase the college savings funds. You can open your own savings account so friends & family can contribute to your child's college savings or boost the amount in your existing linked savings account with additional deposits.

Resource Library

Special Event Types

Social Media

Suggested Social Text 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Students in K - 3rd grade in schools participating in the NYC Kids RISE Save for College Program can join the Read-a-thon! The Read-a-thon allows friends, family and champions in the community to support students' futures. Message us to find out if you are eligible to participate [LINK].

Suggested Social Text 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

Participate in the Read-a-thon and increase your child's funds for their future. Your K-3rd grader has already received \$100 in scholarship money and can earn more through the Read-a-thon with support from friends, family and other champions in their community. Learn more: [LINK].



Social Media Graphics
[Click to Download](#)

Resource Library

General Resources

Boilerplates and Sections

This section contains descriptions that can be used across promotional materials and serve as a stand-alone section of a newsletter or other broad communications piece.

This includes:

- Program Introduction
- Program Description
- Key Talking Points and Facts
- Key Messages
- FAQs

Program Introduction:

NYC Kids RISE is a nonprofit working to expand economic opportunity and equity for all NYC public school students. This is why, in collaboration with the City of New York and the NYC Department of Education, NYC Kids RISE has started the NYC Kids RISE Save for College Program, a scholarship and savings program designed to make college more accessible and achievable for the children in your community.

Program Description:

The NYC Kids RISE Save for College Program provides families, schools, and communities with a way to work together to save for their children's futures. It's a scholarship and savings program designed to make college more accessible and achievable for all NYC public school students—regardless of their family's income or immigration status. The Save for College Program is a tool that families, along with their schools and neighbors, can use and customize in the way that best fits into their lives and best supports their dreams for their children.



Customizable Lead-Ins to Program Introduction and Program Description:

1. At [your organization's name], we work with you to ensure the next generation has the tools for success in life. We place college and career training at the top of this list.
2. At [your organization's name], we strive to provide youth with opportunity. College and career training do the same for young adults. For this reason, we are excited to partner with the NYC Kids RISE Save for College Program.

Resource Library

General Resources

Style Guide

How to present key language in any original materials you create:

Organization Name

- Full name: NYC Kids RISE
- NOT: New York City Kids RISE
- NOT: NYC Kids Rise
- Pronounced “en-y-see” not “New York City”
- Acronym: NYCKR
- NOT: NYC KR
 - NOT: Kids RISE
 - DO NOT USE in public-facing documents; for internal use only
 - DO NOT USE acronym on public-facing documents

Program Name

- First use (full name): **NYC Kids RISE Save for College Program**
- Subsequent use (shortened name): **Save for College Program**
- Tertiary use (use rarely, and only when the Save for College Program name has been used multiple times in that paragraph: **the program** (lower-case)
- DO NOT USE: Program or the Program (upper case)

Scholarship Account

- Full name: NYC Scholarship Account
- NOT: New York City Scholarship Account
- Secondary use (shortened name): scholarship account (lower case)
- NOT: Scholarship Account (upper-case)

Notes:

Reminder that these accounts are designated to participating children, not parents (so it’s “each child’s NYC Scholarship Account”)

In parent-facing materials, refer to the accounts as “your child’s NYC Scholarship Account” not “your NYC Scholarship Account”

Building Blocks

When referring to the Building Blocks, use this language to describe them / define them.



Building Block #1: Activate and view your child's scholarship account



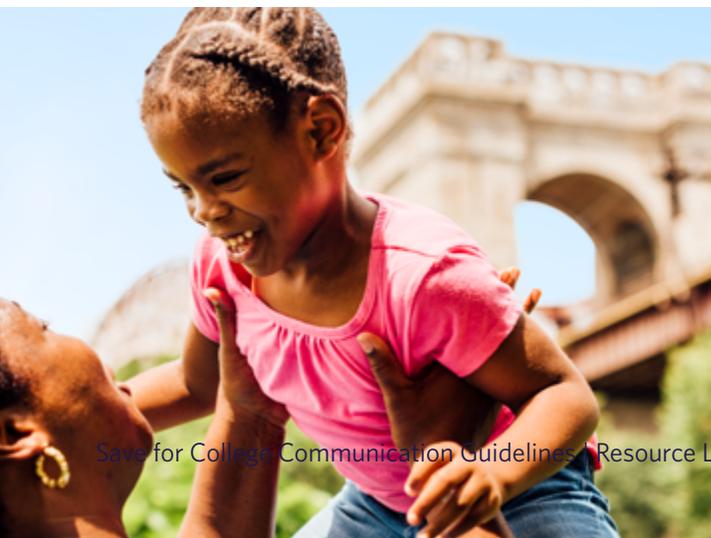
Building Block #2: Open and connect your own college savings account



Building Block #3: Make a deposit into your connected college savings account.

By using this language, you will not need approval from us.

We aim to keep all materials as clear and concise as possible for diverse audiences. Wherever possible, we shoot for sixth-grade reading level in all parent facing communications. Our content is also accessible for individuals who use assistive devices. For more information about creating accessible content, [CLICK HERE](#).



Resource Library

General Resources

Logos and Images

Promotional components you can combine with boilerplates or additional language in creating your own materials.

NOTE: You must follow the Approval Process in Section 2 if:

- You customize assets with language or design elements that aren't included in the Resource Library. If you would like to change out an image in any of the creative assets, you have permission to do that, as long as you have a waiver on file and rights to use the asset.
- Revise or add to the promotional post language, or combine this language with an image not included in the Resource Library.

[Logo Bank | View Here](#)



[Image Bank | View Here](#)

Design Note: For consistency and legibility, do not stretch, tilt or otherwise change the proportions or orientation of the logos.



03 _____

Marketing Tips



Marketing Tips

Three tips that may be helpful when thinking about how to market this program:



Nothing Is More Powerful than Personal Stories

As we all know, marketing is marketing. And no matter how much time we put into selecting the right image, using the right language, picking the right backdrop, there is nothing more powerful than a parent telling another parent that the Save for College Program is important. Please take the time to sit down with participating families and gather quotes, testimonials, and photos from your community. In addition, make sure these quotes and stories reflect the challenges and questions that you know other families are asking. The purpose of these quotes are not only to generate excitement but also to address the fears and concerns of each community that might be holding them back from taking advantage of the program.



Help Make Participating Families Ambassadors for the Program

In that same vein, if we are successful, eventually families will be leading the charge at a community level, not NYC Kids RISE or our partners. Create content that inspires families to become ambassadors for the program. Examples may be interviews with leading, highly visible community members who are supportive of the program and testimonials by participating families that they will naturally want to share with others. Package this content in easily shareable formats such as Facebook posts, Tweets and e-mail blasts and encourage your most-likely ambassadors to be the messenger of this content.



Engage Your Community Ecosystem

Find creative ways to also empower your organizational partners as ambassadors. Share ready-to-use resources with these partners to encourage referrals to your organization. Such partnerships will encourage cross-promotion and amplify your message. It also never hurts to have the same message conveyed by a number of trusted organizations in the community. Recognize and celebrate those community partners that support your efforts to promote the program.

Appendix

Spanish translations of Blurbs and Talking Points for families, from [page 9](#)

Blurbs

Blurb 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

En este evento también puede aprender más sobre el Programa de Ahorro para la Universidad (Save for College Program) de NYC Kids RISE, un programa que ofrece fondos para la educación y capacitación profesional a todos los niños de kínder al tercer grado en el Distrito 30. Es posible que su hijo/a ya este inscrito en el programa y tenga una Cuenta de Beca NYC (NYC Scholarship Account) con un depósito inicial de \$100. Aprende más sobre cómo empezar y aumentar los ahorros para su hijo/a. Por favor traiga el Número de Identificación del Estudiante o la cartilla escolar (report card).

Blurb 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

En este evento también puede aprender más sobre el Programa de Ahorro para la Universidad (Save for College Program), y cómo estamos trabajando juntos para ahorrar para el futuro educativo de su hijo/a!

- Su hijo/a ya ha recibido \$100 en becas de parte de la organización sin ánimo de lucro NYC Kids RISE. ¡Complete los próximos pasos y reciba \$175 más!
- Puede recibir \$25 en becas adicionales tan sólo por activar su Cuenta de Beca NYC (NYC Scholarship Account). Luego puede elegir cuál cuenta de ahorro universitario quiere abrir para recibir más recompensas de beca.
- El Programa de Ahorro para la Universidad es una manera de que familias y comunidades pueden trabajar juntos para ahorrar para el futuro de sus hijos.

Optional: Sólo pedimos que traiga el Número de Identificación del Estudiante o cartilla escolar de su hijo/a.

Phone or In-Person 15-second Pitches

Pitch 1: For neighborhood partners who reach an audience that includes but is not exclusive to eligible families (e.g. local employment services provider)

Hola - ¿quería preguntar si iba a asistir al [event] en [date]?

En este evento vamos a hablar sobre el Programa de Ahorro para la Universidad de NYC Kids RISE, un programa que ofrece fondos para la educación y capacitación profesional a todos los niños de kínder al tercer grado en el Distrito 30. Es posible que su hijo/a ya este inscrito en el programa y tenga una Cuenta de Beca NYC (NYC Scholarship Account) con un depósito inicial de \$100. Aprende más sobre cómo empezar y aumentar los ahorros para su hijo/a. Espero que pueda unirse al [event] en [event date] en [location], dónde también hablaremos en más detalles sobre

Appendix

Spanish translations of Blurbs and Talking Points for families, from [page 9](#), cont.

este programa de ahorros y becas. Por favor traiga el Número de Identificación del Estudiante o la cartilla escolar (report card).

Pitch 2: For school based partners (or other partners) who reach an audience that they know is eligible for the Save for College Program (e.g. after school program).

En este evento, también vamos a hablar del Programa de Ahorro para la Universidad. Su hijo/a ya tiene \$100 en becas educativas gracias al programa, y puede recibir \$175 completando los 3 Pilares Principales del programa. At the event, we're going to also chat about the 'Save for College' program. Your child already has \$100 in scholarship money set aside by the program, and can earn \$175 more by completing three steps. Espero que pueda unirse al [event] en [event date] en [location], dónde también hablaremos en más detalles sobre este programa de ahorros y becas.

Optional: Sólo pedimos que traiga el Número de Identificación del Estudiante o cartilla escolar de su hijo/a.

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