

# School Companion Guide and Toolkit

## *NYC Scholarship Month (Milestone 2)*

### **The Save for College Program**

The [NYC Kids RISE Save for College Program](#) is a scholarship and savings program designed to make college and career training more accessible for all NYC public school students—regardless of family income or immigration status. Through the Program, every kindergarten student enrolled in a NYC public school (including participating charter schools) automatically receives an NYC Scholarship Account with an initial \$100 allocation on their behalf, unless their parents/guardians “opt out” of the program. Families can earn up to \$200 of additional scholarship funds toward this account in rewards, and communities can contribute additional money to groups of these NYC Scholarship Accounts to demonstrate their community’s support for every child’s success.

Schools are at the center of a neighborhood and are the entry point for families and students into the Save for College Program. The Program is meant to be a tool for elementary schools to advance their goals of college and career readiness, family empowerment, and strong family-community ties. The Save for College Program is also rooted in the principle that each community is unique and must have ownership in shaping the ways in which it interacts with the platform. For these reasons, the Save for College Program is designed not as an add-on or outside program that NYC Kids RISE “provides” and schools “host.” Rather, schools can incorporate the Program as a core component of their day-to-day operations and customize to meet the needs and desires of their own school community.

### ***School Calendar Milestone Events***

The school year is divided into four key milestones that support eligible families to learn about the program, make an informed choice about whether to opt out and then take action once their children’s NYC Scholarship accounts are available to activate and view. Milestone events are an opportunity to advance college and career readiness and parent engagement efforts at your school and to support families to activate and view their child’s NYC Scholarship Account. As the number of grades participating at your school grows over time, you can make these milestone school-wide events! You can learn more about each milestone event on our [school partners page](#).

### **NYC Scholarship Month**

*NYC Scholarship Month* is the first opportunity that new families will have to activate and view their participating child’s NYC Scholarship Account. This marks the beginning of a long-term partnership to ensure every child has increased assets and expectations for college and career training. The goal of this month is to encourage as many newly participating families as possible to activate their child’s NYC Scholarship Account and see the initial funds available for their child’s educational future!

Throughout NYC Scholarship Month, schools should provide opportunities for families to obtain support to activate and view their children’s NYC Scholarship Accounts, raising awareness of the Save for College Program as a tool for college and career readiness.

This can take many forms! Here are some sample activities:

1. Showcase your school’s Money Tree Poster in a prominent location via social media and other communication channels to demonstrate that your school community is saving together for your kindergarteners educational futures!
2. Organize stand alone events such as Building Block 1 workshops where parent/guardians activate and view their accounts in the school computer lab while their kindergartners decorate the Money Tree Bills
3. Excite families about their new NYC Scholarship Accounts by highlighting their children’s post-secondary potential and/or inviting alumni to share their experiences
4. Plan out a phone call campaign, where you offer each family one on one assistance.
5. Incorporate working with parent/guardians to activate and view their accounts as part of other planned parent engagement events as a way to further infuse college and career readiness into your school operations

### How to Use This Guide

This companion guide contains a set of tools that schools can use during NYC Scholarship Month to further our shared goal. Each tool comes with a description, tips on how to use it and a link to download. Some tips to keep in mind:

- Pair these tools with the resources in the “Building Block 1” toolkit (*Supporting Families to Activate + View their NYC Scholarship Account*). We encourage you to familiarize yourself with both sets of tools as you plan your outreach and engagement efforts.
- We encourage you to use the information and reports provided to you on a regular basis to track enrollment and determine which families have completed Building Block 1 in order to target your outreach.
- After families have activated their child’s account, you can use the Save for College Program Journey Planner available [under downloadable resources](#) to show them what they have finished and introduce next steps and how to take them.

However you choose to celebrate NYC Scholarship Month, consider ways to connect Activating and Viewing NYC Scholarship Accounts with your college and career readiness efforts!

# Tools for NYC Scholarship Month

**Planning Worksheet**

**About:** Use this planning worksheet to determine how you will work together at your school to make NYC Scholarship Month a success, including strategies for parent engagement, roles and responsibilities, use of tools, and ways to keep each other and parents/guardians excited.

**How to use:** Schedule a meeting with the members of your school team (Assistant Principals, Parent Coordinators or Principal Designees, K Teachers and Pupil Accounting Secretaries) to plan out NYC Scholarship Month and other spring activities. Consider inviting any other staff who you think would be excited to support the efforts.



**Money Tree Poster\***

*\*Will be delivered to your school*

**About:** The Money Tree Poster is a fun visual aide that helps your school:

- Inspire families, school stakeholders, and external partners to learn about and get involved with the Save for College Program
- Demonstrate your school’s commitment to college and career readiness
- Show how the balance in participating students’ NYC Scholarship Accounts grow over time and see how many families are activating/viewing their child’s NYC Scholarship Account (Building Block 1)

**How to use:** Hang the poster up in a central, community location where different members of your school community can view it, such as the lobby, main office, kindergarten hallway, etc. Use the information provided to you on a regular basis to update the number of dollars received by your school community and add “leaves” (the Money Tree Bills) as more families complete Building Block 1. This allows families, students, school staff, and external guests to view the growth of the tree and be inspired to collectively invest in it over time!

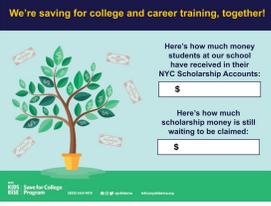


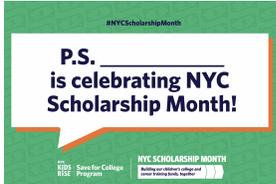
**Money Tree Bills**

*(Will also be delivered to your school)*

**About:** *Money Tree Bills* are a tool to hang on the *Money Tree Poster* as families complete Building Block 1. They are the “leaves” of the money tree. Families and staff can hang up their money tree bills as part of NYC Scholarship Month events and phone call campaigns. Over time, as your Money Tree gets fuller, the whole school will see the growing number of accounts that are activated and additional rewards received through the Save for College Program.

**How to use:** A fun participatory activity for students and teachers is decorating the tree with the bills we provide. Some of the bills have blank circles in the middle, which students can draw on and fill in with pictures of themselves or people they admire. Get creative and use this as an opportunity to reflect your community!

 <p><b>Money Tree PowerPoint Slide</b></p>	<p><b>About:</b> We have also provided a standalone slide of the money tree that you can use in presentations to your PTA, SLT or other school community stakeholders to keep them up to date on the amount of money received by your school through the Save for College Program.</p> <p><b>Pro Tip:</b> Use the information provided to you on a regular basis to update the number of dollars received by your school community.</p>
<p><b>Building Block 1 Toolkit</b></p>	<p>Use the resources in this toolkit to support families to activate and view their child's NYC Scholarship Account (Building Block 1).</p>
 <p><b>Social Media Toolkit</b></p>	<p><b>About:</b> Use this social media toolkit to spread the word among families and showcase how your school is celebrating #NYCScholarshipMonth, from decorating the Money Tree poster displayed in your school to hosting other college and career readiness activities.</p> <p>More social media toolkits for schools, parents/guardians and Save for College Program partners will be available soon at <a href="https://linktr.ee/nyckidsrise">https://linktr.ee/nyckidsrise</a>.</p>
 <p><b>Event Flyer Template</b></p>	<p><b>About:</b> The event flyer can be used to promote your NYC Scholarship Month events. It is customizable so you can add event details (title, location, address) before sending to families.</p> <p><b>How to use:</b> Send a flyer out to kindergarten families, all of whom will be learning about their new NYC Scholarship Accounts through your outreach.</p>

 <p><b>“Photo Booth”          Event Signs</b></p>	<p><b>About:</b> Photo booth/social media signs are intended for schools to use at events to celebrate families taking this first step for their child’s college and career training! There are a few versions available with fun, catchy messages.</p> <p><b>How to use:</b> Set up a separate area for your photo booth and designate a staff member or volunteer to manage the area. And don’t forget to tag @NYCKidsRISE and use the #NYCScholarshipMonth and #SaveForCollege hashtags if you post on social media.</p>
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**Additional Support from NYC Kids RISE**

If a family has a question or concern that you cannot answer on your own, you can always encourage them to call the NYC Kids RISE hotline at (833) 543-7473 or to email us at [info@nyckidsrise.org](mailto:info@nyckidsrise.org). The hotline and info email are resources for you as well. Please note: the hotline is operated Monday, Tuesday, Wednesday and Friday from 9AM to 5PM and Thursdays from 9AM to 8PM, not including holidays. NYC Kids RISE hotline staff speak multiple languages and also have access to interpretation services to support parents/guardians in their preferred language.