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## TheDream.US Promotional Toolkit

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**THOUSANDS OF DREAMERS WANT NOTHING MORE THAN TO GET A COLLEGE EDUCATION. AT THE DREAM.US, WE WORK WITH A COMMUNITY OF PARTNERS TO PROVIDE THAT OPPORTUNITY.**

### Who We Are:

TheDREAM.US is the nation's largest college access and success program for DREAMers. We're working to help over 4,000 highly-motivated DREAMers graduate from college with career-ready degrees.

### Who We Serve:

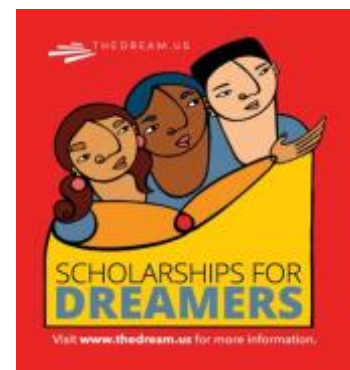
DREAMers are undocumented immigrant youth who came to this country at a young age. For many, it's the only country they've ever known. And yet, DREAMers have **NO** path to citizenship. **NO** access to Pell Grants. **NO** federal education loans. **NO** federal work study. Many face paying out-of-state tuition even in their home states where they grew up and attended elementary and high schools. Thus, while DREAMers are highly motivated students – most cannot afford to go to college.

### What We Do:

We partner with over 75+ colleges in 14 states and Washington D.C. that are committed to helping highly-motivated DREAMers complete their education by providing the support services they need to succeed.

### Important Upcoming Dates:

- **November 1, 2017** - Application Opens for National and Opportunity Scholarship Programs
- **January 23, 2018** – Application Closes for Opportunity Scholarship
- **March 1, 2018** – Application Closes for National Scholarship



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## Ways to Help

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We'd greatly appreciate your support in sharing information about our scholarships with your social media community! Below we've provided sample hashtags, tweets and posts to get you started.

### Helpful Hashtags:

Ensure your posts are seen by more people by including the following hashtags where possible.

#TheDreamUS

#DACA

#TPS

#DREAMer

#Education

#NationalScholarship

#OpportunityScholarship

#FinancialAid

#College

### Twitter Sample Messaging:



- Are you a #DREAMer trying to go to college? #Scholarships are now available via @thedream\_us #Education #College #TheDreamUS
- College ready? Apps are being accepted for the next round of @thedream\_us #scholarships! Apply today: [www.thedream.us](http://www.thedream.us)
- Do you have #DACA #TPS or meet past #DACA eligibility criteria? @thedream\_us can help you go to college! Go to [www.thedream.us](http://www.thedream.us)
- Calling all #DREAMers! Become part of the thousands of #Scholars taking advantage of #TheDreamUS #Scholarships of up to \$29k & \$80k!
- Are you #Undocumented? Do you dream of a #CollegeEducation but feel stuck due to lack of \$? @thedream\_us can help! [www.thedream.us](http://www.thedream.us)
- Attn: #DREAMers! Lots of \$\$ available for you to go to college here: [www.thedream.us](http://www.thedream.us) #College #Education #TheDreamUS #Scholarships

### Sample Facebook Posts:



- Are you a DREAMer with hopes of going to college but in need of financial aid? [FB Page] TheDreamdotUS was established to make those dreams possible. Applications for their upcoming round of scholarships are now open! Visit: [www.thedream.us](http://www.thedream.us)
- Are you fueled by a dream of going to college? [FB Page] TheDreamdotUS has just opened applications for the 2018-2019 scholarship cycle. Learn how YOU can become one of the thousands of DREAMer Scholars receiving lots of financial aid! [thedream.us](http://thedream.us)
- Are you a DREAMer planning to enroll in college, but need financial aid? [FB Page] TheDreamdotUS is now accepting applications for its 2018-2019 scholarship round! Learn if you can qualify for up to \$29,000 in tuition/fees support for their National Scholarship or up to \$80K for their Opportunity Scholarship. TheDream.US is a college access and success program here to give opportunities to thousands of DREAMers who are looking for a college education.
- @TheDreamdotUS works with a community of partners to make the dreams of immigrant youth a reality. See if you qualify for a big scholarship! Go to [www.thedream.us](http://www.thedream.us) for more information. And share this information with others!



## Email Blast:

**Subject-** College Scholarships for DREAMers!

**Email-** Hello,

We want to share with you exciting information about a college access and success program called TheDream.US. They are providing scholarships to highly-motivated dreamers, who have DACA, TPS, or would have met the DACA eligibility criteria. The scholarship application opens November 1<sup>st</sup> at [www.thedream.us](http://www.thedream.us).

We need your help to ensure that every eligible DREAMer knows about this opportunity!

### **TheDream.US is offering two scholarships:**

**The National Scholarship Program** is for high school or community college graduates who (1) have DACA, TPS, or would have met the DACA eligibility criteria; and (2) qualify for in-state tuition at one of our Partner Colleges. The Scholarship is for up to \$14,500 for an associate's degree and \$29,000 for a bachelor's degree.

**The Opportunity Scholarship** is for high school graduates who (1) have DACA, TPS, or would have met the DACA eligibility criteria; and (2) live in targeted, locked-out states that do not offer in-state tuition to DREAMers - or bar them from attending state colleges and universities altogether. The Scholarship is for up to \$80,000 to cover tuition, fees, and on-campus housing and meals for a bachelor's degree.

Please get this information out to students who may be eligible for this incredible educational opportunity—you may just change someone's life forever.

Thank you,  
[insert org name]

