THEDREAM.US

PARTNER COLLEGE PROMOTIONAL TOOLKIT

2027-2028 Round

WELCOME

INTRODUCTION

There are thousands of Dreamers graduating from America's high schools and community colleges each year. We believe that everyone, regardless of where they were born, should have the opportunity to pursue a college education and contribute to the prosperity of our nation. Thank you for your partnership and for helping us educate our nation's Dreamers!

In this toolkit, you'll find guidelines and assets to support your ability to accurately and consistently talk about TheDream.US and our shared mission of supporting Dreamers and strengthening the nation, along with key information and resources about our application round.

If you have any questions, please reach out to **askus@thedream.us**

Our shared goals in partnership are:

01 To provide access to colleges where Scholars have the opportunity to excel academically and graduate prepared to join the workforce.

02 To work together to address barriers and challenges faced by Dreamers in completing a college education.

03 **And to achieve a 75% graduation rate.**

COMMUNICATIONS

OVERARCHING GUIDELINES

With your help, we can reach more students and connect them to scholarships. To ensure that all communications across channels clearly, accurately, and accessibly present TheDream.US, the National and Opportunity Scholarships, and your critical role as a Partner College, we appreciate your use of the following guidelines:

01

Please refer to your organization as a Partner College

02

Please always ensure that the National and Opportunity Scholarships are available only to students at Partner Colleges listed on our website.

03

Please refer to the National Scholarship and/or Opportunity Scholarship as a program of TheDream.US.

04

Include a hyperlink to TheDream.US in any mention of us or our Scholarships

05

Make sure our name is spelled correctly, it is NOT "the dream.us", it is TheDream.US

06

Aim to include our logo with any mention of us

CORE MESSAGES

TheDream.US

TheDream.US is the nation's largest and leading organization supporting Dreamers at the intersection of higher education, workforce development, immigration, and advocacy. We've awarded over 13,000 scholarships to immigrant youth from 120+ countries and 45 states, with more than 5,000 graduates to date. We partner with close to 80 colleges in 19 states and Washington D.C. to provide scholarships, career support, and access to legal options that help Dreamers break through systemic barriers and achieve social mobility.

Through data, Scholar and Alumni stories, strategic partnerships, and targeted state and local advocacy, we work to expand equitable access to college, professional pathways, and permanent legal status.

Find more information at **http://www.thedream.us/**

13,000+
scholarships awarded

5,000+
graduates to date

120+
countries

45
states

~80
partner colleges

19 + D.C.
states

CORE MESSAGES CONTINUED

MORE THAN A SCHOLARSHIP

This year's theme for our application round is "More Than a Scholarship," highlighting that our organization doesn't *just* help our Scholars afford and attend college through our two types of scholarships … we also welcome Scholars into a vibrant community that helps them succeed and graduate, access Dreamer-focused career and internship pathways, and receive essential immigration resources, guidance, and supports.

Opportunity Scholarship

Deadline Jan 31, 2027

TheDream.US Opportunity Scholarship is for applicants from 14 states to attend one of our 5 Opportunity Partner Colleges outside their state. Applications are open to Dreamer students who came to the U.S. before the age of 16 and before November 1, 2021. Applicants must apply, be admitted, and be willing to relocate to one of our Opportunity Partner Colleges to receive this scholarship. The Scholarship is for up to $100,000 to help cover tuition, fees, and on-campus housing and meals for a bachelor's degree. The deadline for Opportunity Scholarship applications is January 31, 2027.

https://www.thedream.us/scholarships/opportunity-scholarship/

National Scholarship

Deadline Feb 28, 2027

TheDream.US National Scholarship is for students to attend a Partner College in their home state or one of our online college options. Applications are open to Dreamer students who came to the U.S. before the age of 16 and before November 1, 2021. The Scholarship is for up to $18,000 for an associate's degree and up to $36,000 for a bachelor's degree, plus up to $6,000 in stipends for books and supplies. The deadline for National Scholarship applications is February 28, 2027.

https://www.thedream.us/scholarships/national-scholarship/

CORE MESSAGES CONTINUED

STREAMLINED AND UPDATED LANGUAGE THIS YEAR

Updates to eligibility and language this year on website and in promo materials:

01 ***Our mission remains the same while we adapt to an evolving state and national policy landscape***

02 ***Streamlined language – including emphasis on "Dreamers"***

03 ***Aim to funnel applicants and interested allies to the Scholarships section of website and the direct, state-specific information***

RECRUITMENT

APPLICANT OUTREACH

Depending on the applicant pool, it takes 50 started applications, or 25-30 submitted applications, to achieve 10 enrolled Scholars. Below are examples of what some of our Partner Colleges have done to promote and attract applicants:

50 started applications

25-30 submitted

10 enrolled Scholars

01 Reach out to local high schools and school counselors

02 Share TheDream.US information on your college's website or list of scholarships

03 Connect with local Spanish language media for coverage about the application round and your partnership

04 Host on-campus sessions where applicants get help with their application

05 Pull from your ISTS portal the applicant's information and encourage them to finish their application

06 Host a parent/student session about the scholarship round and the partnership

07 Invite current Scholars to help spread the word and share resources and materials to help them do so

08 If you are a four-year university with a feeder community college, reach out to your local community college students and encourage them to apply to your institution to complete a bachelor's degree at your institution.

09 Reach out to your non-TheDream.US Scholar current student population and encourage them to apply.

10 Post flyers and graphics on campus about the partnership and the open application round

RESOURCES

PROMOTIONAL MATERIALS

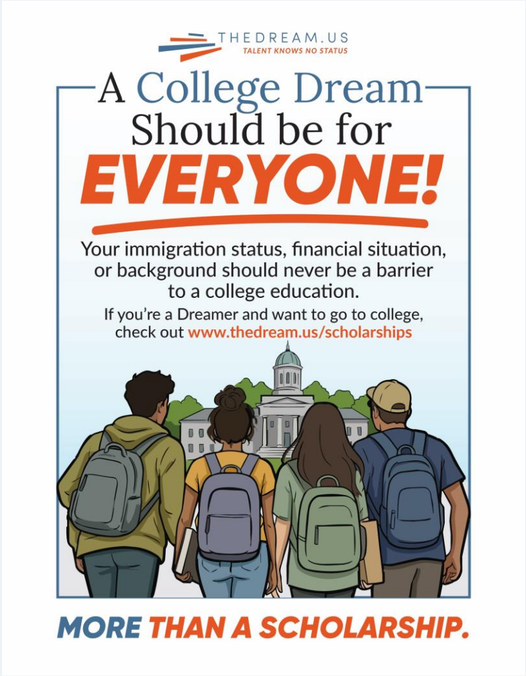
Key Promotional Materials - including toolkits, presentation guides, graphics, flyers, posters, logos, and more - can be found at:

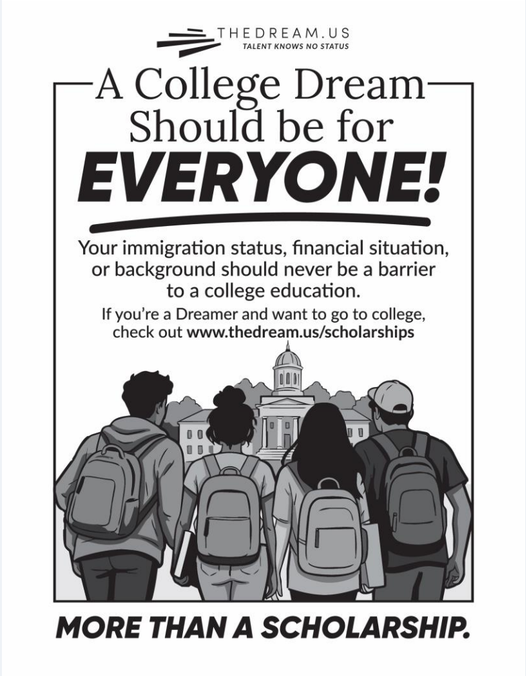
https://www.thedream.us/partner-colleges/promotional-toolkit/

ASSETS

FLYERS & GRAPHICS

All Flyers and Graphics →





ASSETS

FLYERS & GRAPHICS

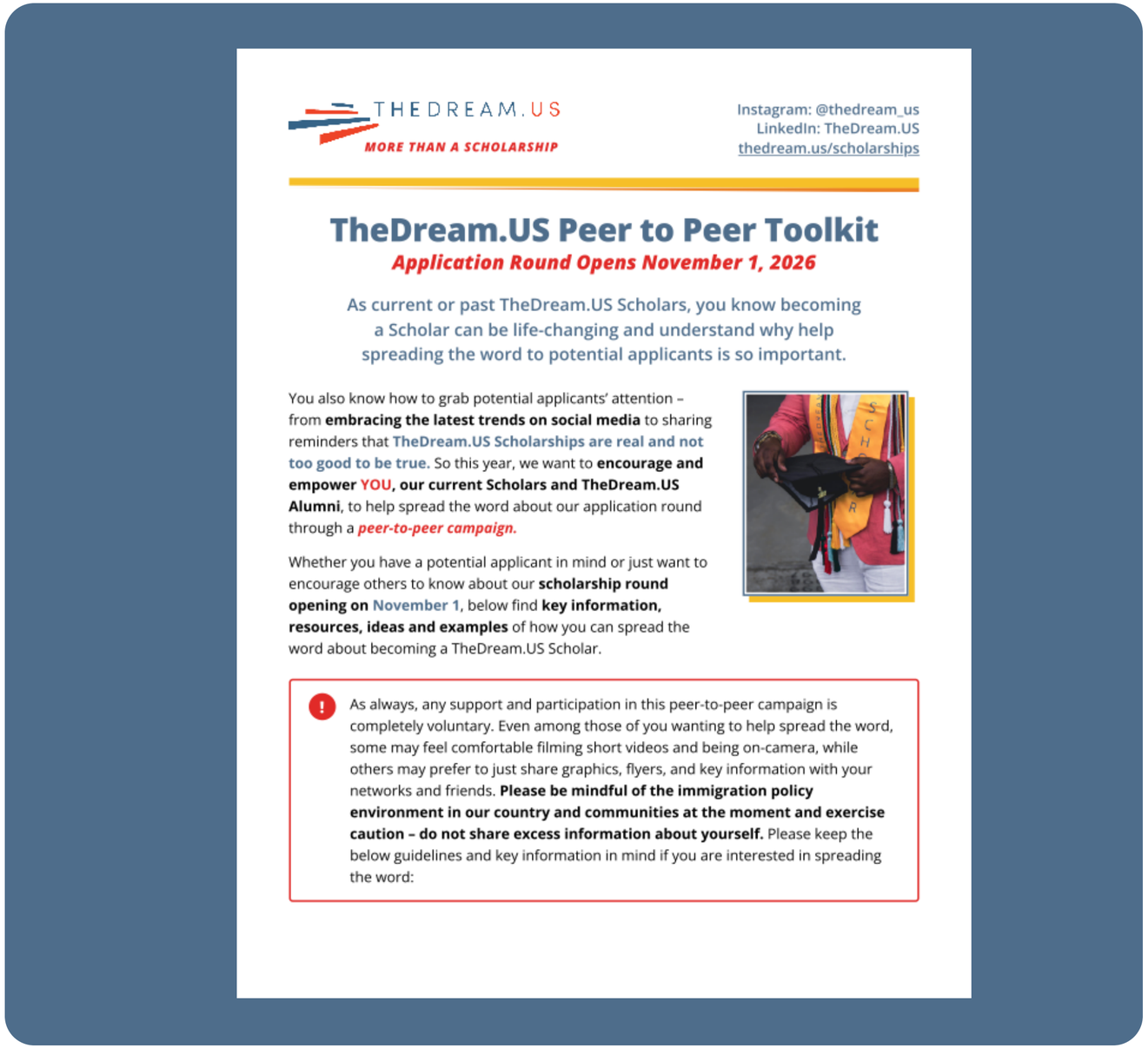
All Flyers and Graphics →

RESOURCES

PEER-TO-PEER TOOLKIT

Ideas and resources for how Scholars and Alumni can help spread the word

https://www.thedream.us/partner-colleges/promotional-toolkit/



THE DREAM.US
MORE THAN A SCHOLARSHIP

Instagram: @thedream_us
LinkedIn: TheDream.US
thedream.us/scholarships

TheDream.US Peer to Peer Toolkit

Application Round Opens November 1, 2026

As current or past TheDream.US Scholars, you know becoming a Scholar can be life-changing and understand why help spreading the word to potential applicants is so important.

You also know how to grab potential applicants' attention – from **embracing the latest trends on social media** to sharing reminders that **TheDream.US Scholarships are real and not too good to be true.** So this year, we want to **encourage and empower YOU, our current Scholars and TheDream.US Alumni**, to help spread the word about our application round through a ***peer-to-peer campaign.***

Whether you have a potential applicant in mind or just want to encourage others to know about our **scholarship round opening on November 1**, below find **key information, resources, ideas and examples** of how you can spread the word about becoming a TheDream.US Scholar.

As always, any support and participation in this peer-to-peer campaign is completely voluntary. Even among those of you wanting to help spread the word, some may feel comfortable filming short videos and being on-camera, while others may prefer to just share graphics, flyers, and key information with your networks and friends. **Please be mindful of the immigration policy environment in our country and communities at the moment and exercise caution – do not share excess information about yourself.** Please keep the below guidelines and key information in mind if you are interested in spreading the word:

ELIGIBILITY

OPPORTUNITY STATES

The Opportunity Scholarship is for applicants from one of 14 Opportunity states to attend one of our 5 Opportunity Partner Colleges out-of-state.

ELIGIBILITY

OPPORTUNITY STATES AND TRAVEL GUIDANCE

THEDREAM.US

Opportunity Partner Colleges and Opportunity States

TheDream.US encourages Opportunity Scholarship applicants to attend their closest Opportunity Partner College

Opportunity Scholarship states listed below under each column are within approximately an eight-hour drive of each Partner College

Christian Brothers University *Memphis, TN*	**Delaware State University** *Dover, DE*	**Dominican University** *River Forest, IL*	**Eastern Connecticut State University** *Willimantic, CT*	**Trinity Washington University** *Washington, DC*
Alabama	Maine	Alabama	Maine	Indiana
Arkansas	New Hampshire	Arkansas	New Hampshire	Maine
Indiana	North Carolina	Indiana	North Carolina	New Hampshire
Iowa	Ohio	Iowa	Ohio	North Carolina
Louisiana	South Carolina	Mississippi	West Virginia	Ohio
Mississippi	West Virginia	Missouri		South Carolina
Missouri		Ohio		West Virginia
North Carolina		West Virginia		
Ohio		Wisconsin		
South Carolina				
West Virginia				

See more information about our travel guidance HERE.

BRAND

LOGOS

The following are key TheDream.US logos, available for downloading at

https://www.thedream.us/partner-colleges/promotional-toolkit/

All Logos →

WITH TAGLINE

WITHOUT THE TAGLINE

OPPORTUNITY SCHOLARSHIP

NATIONAL SCHOLARSHIP

SOCIAL MEDIA

SAMPLE SOCIAL MEDIA POSTS

POST 1

As of November 1, applications for **@thedream_us** scholarships for Dreamers are now open! We have two types of Scholarships with eligibility based on the state of the applicant. Learn more and how to apply at: https://www.thedream.us/scholarships

POST 2

This year's theme for **@thedream_us** scholarship application round is "More Than a Scholarship," highlighting our Scholars not only gain access to an affordable higher education, but also become part of a TheDream.US community that helps them graduate, access Dreamer-focused career and internship pathways, and receive essential immigration resources and supports. Learn how to apply at: https://www.thedream.us/scholarships

POST 3

[Institution name] is proud to be a Partner College of **@thedream_us** as they open up their newest scholarship round to support opportunities for Dreamers in college and beyond. Learn more and how to apply at https://www.thedream.us/scholarships

Tag us into any posts at: Instagram: @thedream_us | LinkedIn: TheDream.US

Hashtags: **#TheDreamUS** **#MoreThanaScholarship** **#Dreamers** **#HigherEducation** **#Scholarships**