

Scholar Dollars School Tool Kit

Here are a few things you can use to generate votes for your school.

SOCIAL MEDIA

Post the link to vote on your school website and social media.



Sample Facebook Post: Help [school name] receive an award of [\$ amount] from ScholarShare 529, California's College Savings Plan, to help us purchase [project name/description]. Vote for [school name] by clicking on this link. You can vote one time per day until 3/22/19! *Note: Link to your voting page. Please tag ScholarShare 529 when possible in social posts.*



Sample Twitter Post: Help us receive an award of [\$ amount] from @ScholarShare529 for a [project name/description]. Vote here! [Voting link here] *Note: Go to bitly.com to create a shortened URL for your voting page and include it in your Twitter post.*



Sample Instagram Post: Help [school name] receive a Scholar Dollars award of [\$ amount] from @ScholarShare529, California's College Savings Plan. Vote for us by clicking the link in our profile. You can vote one time per day until 3/22/19! *Note: Add the voting link to your profile language and feature it until voting ends.*

LEARNING MANAGEMENT SYSTEM



Post the link on your school Learning Management System (LMS) and encourage parents logging into the LMS to share the link via their social channels and campaign for votes.

FLYER



Download the editable PDF flyer found at MyScholarDollars.com/votingflyer and insert your school name. Then print the flyer and post it around your school and community. This file also can be saved and emailed as an attachment to your distribution list.

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EMAIL



Send out three email blasts during the voting period.

- **March 11, 2019:** Using your email server or service, send the editable flyer featuring your school name or an html email with the copy included in the flyer to parents, employees, alumni and community members. Be sure to include a link to your school's voting page. Also, consider including a sentence about the program or item you will purchase with the award money if selected. A photo for your email blast can be downloaded from our website: MyScholarDollars.com/toolkit.
- **March 15, 2019:** Send a reminder email to your database.
Suggested Subject: One week left to vote for [school name]! Include the same content from the first email.
- **March 21, 2019:** Send a final email to your database.
Suggested Subject: One day left to vote for [school name]! Include the same content from earlier emails.

NEWSLETTER & WEBSITE COPY



Copy to include in newsletters to parents and on your website.

- **Suggested Headline:** Help secure funds for [school name].
- **Suggested Copy:** An award program from Treasurer Fiona Ma and ScholarShare 529 will award more than \$300,000 to California's K-8 public and charter schools in 2019. [school name] is competing for an [\$ amount] award to fund [project name/description]. Be sure to vote for our school every day between March 11 and March 22, 2019, by visiting MyScholarDollars.com and help us secure these funds! [Include a link to your school's voting page.]

COMMUNITY



Community Outreach

- Post the flyer with your school's name and information on a community bulletin board in your neighborhood coffee shop or gym on a community bulletin board.
- Engage nonprofits and community members who use your campus. Encourage them to vote and share the voting opportunity via their social media channels.
- Encourage boosters to create an incentive to vote for your school (i.e., a discount at a local restaurant when they show the email confirmation of their vote for your school).

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Visit MyScholarDollars.com to watch a brief video from the State Treasurer about the Scholar Dollars Program.