



Penn State & RaiseMe **Snippets for Student/Parent Communication**

About the Snippets:

- Most are short 1-3 sentences, prewritten for **NON**-follower students, and adaptable to other audiences including follower students and parents/supporters.
- Unique snippets for 12th grade intended to be more action-driven with heightened attention to deadlines
- A long-form announcement is provided for each of the 9-11th and 12th grades.
- All include similar calls to action
- Each one is flexible enough to modify and cut/copy/paste excerpts of different snippets to create your own, appropriately tailored per platform or individual student/parent
- Each snippet can be used as standalone messaging, or added to other messaging as calls to action, reminders, PS (postscripts), sidenotes, special highlights, etc. for the respective audience with whom you're communicating
- Examples of various types of communications where snippets can be used:
 - School newsletter
 - School/course (LMS) portals
 - Financial aid event flyer
 - Mass email about preparing for college
 - Student/parent email about applying to Penn State.
- Fast Facts about Penn State are provided below.

12th grade (or academic Senior year equivalent)

See how your hard work can pay off with Raise Me scholarships at Penn State! Go to your Raise Me profile and add your high-school achievements no later than December. You can use the scholarship money as soon as you start at Penn State.

You've put in the work. Now see how much scholarship money you've earned for it! Log in to Raise Me, follow Penn State, and add your achievements since 9th grade. Don't wait—you have until December to complete your profile.

Every class you've completed, club you've joined, and effort you've made has value at Penn State. They add up to scholarship dollars that you can combine with any other financial aid. Go to your RaiseMe e profile, follow Penn State, and add your accomplishments to see how much you've earned!

You can earn scholarship money right now, by what you've already accomplished. Go to your Raise Me profile, follow Penn State, and add your achievements no later than December! You'll see which micro-scholarships you can use as soon as you start at Penn State.

Make sure your Raise Me profile is complete by December so that you can use your scholarship money as soon as you start at Penn State next year.

12th grade long-form announcement:

SENIORS, have you seen how much scholarship money you've earned already with Raise Me? It's easy, free, and you have until December to complete your checklist. Don't wait. Log in to Raise Me and add all your achievements since 9th grade—everything from good grades to clubs and community service. You'll see how much you've earned, and you can use the funds with any other financial aid as soon as you start college. No additional application is needed! Just complete your checklist by December!

Three easy steps:

- Log in to your Raise Me profile at raise.me/join/penn-state
- Make sure you're following Penn State and any other schools you're interested in
- Add your achievements since 9th grade

Remember, you must complete your checklist by December for the scholarships to be available as soon as you start college next year.

All calls-to-action should direct students to: raise.me/join/penn-state

9-11th grades

You're closer to college than you might think. Go to your Raise Me account, follow Penn State, and add your achievements to see how much scholarship money you're already earning!

You could be earning scholarship money right now, and you don't even know it! Go to your Raise Me account, follow Penn State, and add your achievements to see which micro-scholarships you're eligible for right now.

Future Penn Staters don't wait. They start earning scholarships NOW. Create your Raise Me account, follow Penn State, and add your high school achievements. See them add up as you go!

Every achievement brings you one step closer to becoming a Nittany Lion, graduating college with less debt, and earning your degree as soon as you're ready. Log in to Raise Me, follow Penn State, and keep your portfolio up to date with your grades, clubs, and other activities.

Turn your high school achievements into real scholarship money that you can use at Penn State. Create your Raise Me profile, add your high-school achievements, and see which micro-scholarships you're eligible for.

Every grade, club, and activity adds up to scholarship dollars at Penn State! Log in to Raise Me, follow Penn State, and start adding your achievements!

There is an easy way to see how your hard work pays off—before you even apply to Penn State. Log in to Raise Me, follow Penn State, and start adding your achievements!

Everything you're doing right now can bring you closer to Penn State---one scholarship at a time! Just follow Penn State on Raise Me and show us your high-school achievements.

Follow Penn State on Raise Me and fill in your achievements to see your scholarship dollars add up, even before you apply for admission!

9-11th grades long-form announcement:

Students, check out this free and easy way to earn scholarships just by doing what you're already doing! Raise Me lets you earn micro-scholarships for all your achievements since you've been in high school, including good grades, clubs, community service, and more. All you need to do is log them in to your Raise Me profile and see how much you're earning! No additional application is needed.

Three easy steps to start:

- Create your free Raise Me profile, raise.me/join/penn-state
- Make sure you're following Penn State and any other schools you're interested in
- Start adding your achievements

Keep your profile updated, see how much you're earning as you go, and use the funds as soon as you start college.

All calls-to-action should direct students to: raise.me/join/penn-state

Penn State Fast Facts

Choose from more than 275 majors ranging from the arts to agriculture to STEM. Penn Staters are prepared to excel in their careers upon graduation.

Penn State is Pennsylvania's largest public university with campuses across the Commonwealth offering diverse student life communities, multicultural student organizations, and hands-on learning opportunities.

Nearly half of all first-year students begin their Penn State journey at one campus and then transition to another to complete their degree. Penn Staters get to experience more, with the 2+2 Plan.

#4 in Best Colleges for First-Generation Students. More than 19,000 first-generation Penn Staters have the potential to succeed and shape their future. (Statistic via BestColleges.com)

#3 Best Public Schools for Internships in U.S. Penn Staters get real-world experience, with real-world employers. (Statistic via Princeton Review)