



Dollars for Scholars Brand Launch Materials

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Overview

In this document, you will find sample content to use within emails and social media, a checklist of items to update with the new branding, and access to the new Marketing Hub with valuable marketing and fundraising materials to help leverage your branding efforts.

It is important to remember that when it comes to rebranding, it takes time. As noted in the [Bringing Our Collective Brands to Life](#) webinar, and as you will see in the below image, this is a phased approach; to allow time to make the necessary updates before you fully transition to the new brand. Be sure to remember this as you work with your constituents.

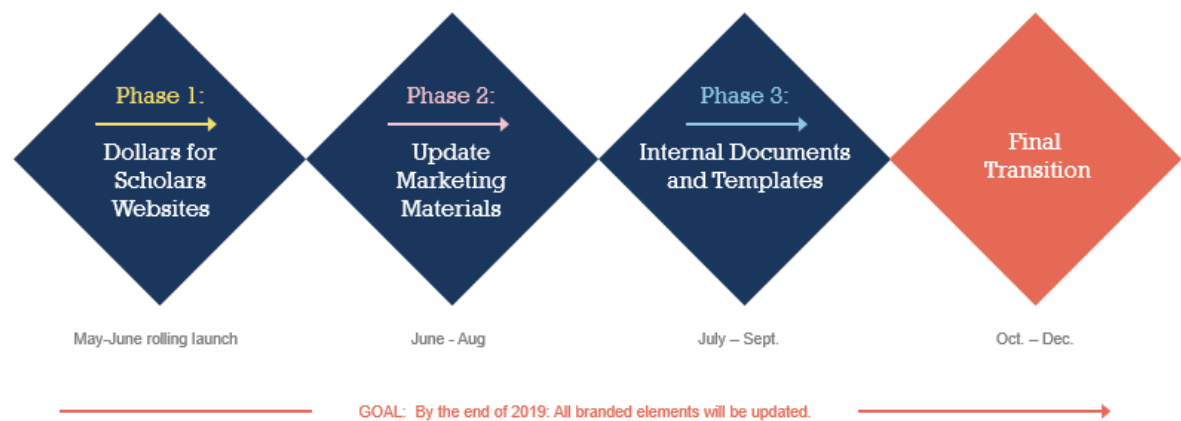


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Talking Points

The bottom line is that, just like you, we have one passion. Helping students succeed. Below are some talking points and responses you can use if you get questions:

- Our new branding is student-centered
- Simpler and clearer language
- Our brand is all about the student. One hundred percent. Everything we say and do leads back to them, in one way or another.
- Our logo has a student success cap icon that represents:
 - Students have many needs AND we have multiple student solutions (multiple tassels)
 - Students are multi-dimensional (dual tone of cap)
 - Students as the star in the center of everything we do

Visit the [Marketing Hub](#) to view the two brand guides that go into further detail of the language and writing style, images, colors and icons used to express our passion for students.

Email to Donors, Partners and Community Members

Use the copy below as a guide when preparing emails to send about the new brand. Feel free to make adjustments as needed to reflect whom you are writing.

Email Copy to Partners

As a trusted partner, thank you for all the ways we work together to serve students. A shared commitment will always reach a greater good. Our branding transition will take place over the next several months. You can help – if our logo lives within your environment, please email us for our new logo. We are excited for this new transition.

We love partnering with you!

Email Copy to Donors

Like you, we have one passion. Helping students succeed. So, we have made changes and are highlighting more student stories. Letting you know why your support matters. Our branding transition will take place over the next several months. We are excited for this new transition.

We love partnering with you!

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Social Media Sample Posts

Twitter

Option 1

[Name] Dollars for Scholars has a fresh new look! Our students are at the center of everything we do — and their energy and excitement is at the heart of our new brand. Watch for our refreshed logo, colors and more as we prepare for another great school year in 2019-20. #StudentsFirst

Option 2

[Name] Dollars for Scholars is excited to launch our refreshed new brand! The look may have changed, but the mission hasn't: we believe in the power of a scholarship, and we're committed to providing local dollars for local students. Learn more: [website link] #StudentsFirst

Facebook, Instagram, LinkedIn

Option 1

[Name] Dollars for Scholars has a fresh new look, and we're excited to share it with our community! Our students are at the center of everything we do — and their energy and excitement is at the heart of our new brand.

We're spending the summer updating our materials — watch for our refreshed logo, colors and more as we prepare for another great school year in 2019-20. #StudentsFirst

Option 2

[Name] Dollars for Scholars is excited to launch our refreshed new brand! Inspired by our students, we're showing off a fresh new energy, shared with our fellow Dollars for Scholars across the country

But while our look may have changed, our mission hasn't: we believe in the power of a scholarship, and we're committed to providing local dollars for local students. Visit our website or stop by [location] to learn more and join the movement! #StudentsFirst

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Checklist of Items to Update

We have gathered a list of materials, websites, etc. for you to consider updating as you begin to rollout your new logo. There may be some that you do not see captured that you know may need updating – in that case, please be sure to include them as you go through each of the items.

- ☐ Affiliate Website
 - To be at the top of the list for logo update in header, submit a ticket in ChapterNet (grey support tab)
- ☐ School Website
- ☐ Social Media Channels (Facebook, Twitter, YouTube, Instagram)
- ☐ [GiveLively](#)
- ☐ [GuideStar](#)
- ☐ Email Signature
- ☐ Constant Contact/MailChimp/Other Email Marketing Tools
- ☐ Business Collateral (letterhead, envelope, checks, etc.)
- ☐ Signage and Apparel (banners, t-shirts, etc.)

Training videos to help navigate through some of the updates is available within [Affiliate Resources](#); otherwise, you may contact your [Engagement Director](#) with further questions and/or assistance.

Marketing Hub



Within the new Dollars for Scholars [Marketing Hub](#), you will find a number of resources available from business collateral to promotional items to use at various events throughout your community to fundraising materials. We hope this becomes your source for all marketing and fundraising needs.

A link to the Marketing Hub will be available within ChapterNet after August 1. A user guide on how to best navigate through the site is available within Affiliate Resources.