THEDREAM.US

PARTNER COLLEGE PROMOTIONAL TOOLKIT

INTRODUCTION

There are thousands of Dreamers (undocumented immigrant students) 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 get 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!

Our shared goals in partnership are:

- To provide access to colleges where Scholars have the opportunity to excel academically and graduate prepared to join the workforce.
- To work together to address barriers and challenges faced by Dreamers in completing a college education.
- And to achieve a 75% graduation rate.

In the pages that follow, you'll find guidelines and assets to support your ability to accurately and consistently talk about TheDream.US and our work—together—to build the American Dream one graduate at a time.

If you have any questions please reach out to Gaby Pacheco at **gaby.pacheco@thedream.us**.

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:

- Please refer to your organization as a Partner College, or Partner
- Always reinforce that the National and Opportunity Scholarships are only available to students at Partner Colleges listed on our website
- Refer to the National Scholarship and/or Opportunity Scholarship as a program of TheDream.US
- Include a hyperlink to TheDream.US in any mention of us, the National, or Opportunity Scholarship
- Always include our logo with any mention of us

CORE MESSAGES

Following are sample messages that you can use to describe TheDream.US, your partnership with TheDream.US, and the National and Opportunity Scholarships.

TheDream.US
TheDream.US is the nation's largest college access and success program for undocumented immigrant students.

Thousands of Dreamers want nothing more than the opportunity to get a college education.

At TheDream.US, we work with a community of partners to provide Dreamers an opportunity to obtain a college education.

Your partnership with TheDream.US
We are proud to to be a Partner College of TheDream.US.

As a Partner College, Dreamers are able to attend our college/university using the scholarship funds provided by TheDream.US.

We are committed to Dreamers' success.

CORE MESSAGES CONTINUED

Scholarships
TheDream.US scholarships are for highly motivated undocumented students who want nothing more than to get a college education but are unable to afford the cost. They have no access to federal aid, limited access to state aid, and sometimes face paying out-of-state tuition.

We offer two scholarships. The National Scholarship is for first-time, current or previously enrolled college students. The Opportunity Scholarship is for students who live in targeted, locked-out states where they cannot get in-state tuition. Eligibility for both is based on where you live.

Please visit TheDream.US to find all the eligibility requirements and application guidelines.
Please use the National Scholarship and Opportunity Scholarship logos when mentioning either scholarship.

How to Apply
Please visit TheDream.US for information on how to apply.

CORE MESSAGES CONTINUED

College Support Services Programs
It is important that potential applicants understand that the TheDream.US scholarship fund has a number of Partner Colleges and that your college is one of the participants. If you offer student support services to Dreamers under a separately branded program, please ensure that your messaging about that program does not imply that TheDream.US scholarship is offered through your program. The messaging should flow as follows:

- TheDream.US provides a scholarship for Dreamers to attend Partner Colleges
- XYZ College is a Partner College
- Dreamers attending XYZ College will be able to take advantage of the student support services provided through XYZ

THEDREAM.US HAS ADOPTED NEW IMMIGRATION ELIGIBILITY CRITERIA!

Please make sure to update your website and promotional materials to let applicants know that we have new immigration eligibility criteria. The following is our new immigration eligibility criteria:
Student are eligible to apply, if they are undocumented and came to the United States before the age of 16 and before November 1, 2017, and have continuously lived in the United States since then or have DACA or TPS.

Additional criteria can be found on TheDream.US website.

APPLICANT OUTREACH

Depending on the applicant pool, it takes 90 started applications, or 30-50 submitted applications, to achieve 10 Scholars. Below are examples of what some of our Partner Colleges have done to promote and attain applicants.

1) Having TheDream.US information on your college's website
2) Getting the word out to your local media through a press release
3) Reaching out to local high school and school counselors
4) Host on-campus sessions where applicants get help with their application
5) Pull from your ISTS portal applicant's information and encourage them, through emails and phone calls, to finish their application
6) Host a parent/student session
7) Invite current Scholars to participate in sessions, applicant call banks, or media interviews
8) Make sure to use words like "undocumented, Dreamer, DACA, TPS" on your website to make them searchable

NEW Approach

1) 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.
2) Reach out to your current student population that has either stopped out or is struggling to pay for their classes and encourage them to apply.

PRESS RELEASES

We have developed sample press releases for use by Partner Colleges offering the National Scholarship, and for Partner Colleges offering both the National and Opportunity Scholarships. Please visit TheDream.US to download sample press releases for your use.

The following are examples of press releases by our Parner Colleges:

1) Miami Dade College: **MDC Students Can Apply for 2019-20 TheDream.US Scholarship for Highly-Motivated DREAMers** https://news.mdc.edu/press_release/mdc-students-can-apply-for-2019-20-thedream-us-scholarship-for-highly-motivated-dreamers/

2) Dominican University: **Dominican Expands Partnership with TheDream.US to Assist Undocumented Students** https://www.dom.edu/university-news/dominican-expands-partnership-thedreamus-assist-undocumented-students

3) Oglethorpe University: https://source.oglethorpe.edu/2019/02/20/oglethorpe-partners-with-thedream-us-to-provide-scholarships-to-qualified-immigrant-students/
and
https://patch.com/georgia/brookhaven/oglethorpe-welcomes-42-new-thedream-us-scholars-campus-new-academic-year

4) Farmingdale State College: **Farmingdale State College and TheDream.US Announce New Partnership to Support New York DREAMers' Pursuit of Higher Education** https://www.farmingdale.edu/news/news-room/2021/2021-11-30-fsc-thedreamus-partnership.shtml

SAMPLE

SOCIAL MEDIA

Social media is a tremendously powerful way you can help us make more students aware of scholarship opportunities available to them through TheDream.US. We'd greatly appreciate your support in sharing information about scholarships with your community! To make that easier, we've provided some sample 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 #Undocumented #UndocuScholar
- #Scholarship #FinancialAid
- #HomeisHere #IStandWithImmigrants #WeAreHome #HeretoStay
- #College #HigherEd #HigherEducation #Education #CollegeScholarship

SAMPLE

SOCIAL MEDIA

TWITTER

Proud to be a Partner College of @thedream_us. #Dreamers, apply to @thedream_us to attend our school! thedream.us

NEW #TheDreamUS has adopted new immigration eligibility criteria! You are now eligible to apply if you came to the country before November 1, 2017. For more information and to see @TheDream_US other criteria go to: www.thedream.us

Are you a #Dreamer trying to go to college? #Scholarships are now available via @thedream_us, up to $33k in tuition to attend a Partner College. thedream.us

College ready #Undocumented or a #Dreamer? Apps are now being accepted for the next round of @thedream_us #scholarships! Apply today: thedream.us

.@TheDream_US can help #Dreamers w/ or w/out #DACA or #TPS pursue a #college education. The next round of #scholarships are now open! Apply at thedream.us

Proud to be a Partner College of @TheDream_US to support our country's #UndocuScholars w/ #scholarship $$. Apply today! thedream.us

Attn: #Dreamers the next round of @TheDream_US scholarships will open on NOV. 1 Apply TODAY at thedream.us

We are one of #TheDreamUS Partner Colleges in 21 states that are committed to serving #undocumented #immigrant #students and are prepared to offer you the support you need to help you successfully navigate your college journey! Apply today: thedream.us

SOCIAL MEDIA CONTINUED

FACEBOOK

Proud to be a Partner College of [FB Page] TheDreamdotUS! Dreamers: apply at thedream.us to receive a scholarship to attend our school!

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! thedream.us

Did you hear? [FB Page] TheDreamdotUS has adopted new immigration eligibility criteria! You are now eligible to apply if you came to the country before November 1, 2017. Their applications just opened for the 2023-2024 scholarship cycle. Learn how YOU can become one of over 8,000 Scholars who have receive up to $33k in scholarship aid! Oh! And over 3,ooo have already graduated.

We proudly support Dreamers (Undocumented Immigrant students). As a Partner College of [FB Page] TheDreamdotUS, Undocumented students who have lived in and been in the US before November 1, 2017, and meet the other criteria, can apply for an up to $33k scholarship through TheDream.US. Applications are now open! thedream.us

Are you planning to enroll in college? Are you undocumented or have DACA, TPS, and came to the country before November 1, 2017, and also came to the US before your 16th birthday but need financial aid to attend college... [FB Page] TheDreamdotUS is now accepting applications for its 2022-2023 scholarship round! Learn if you can qualify for up to $33,000 in tuition/fees support. thedream.us

INSTAGRAM

Use the above sample posts as content to get your post started.

SAMPLE TWITTER POSTS

DelStateUniv @delstateuniv

#DREAMer The application deadline for the next round of @thedream_us, up to $25k in tuition/fees. thedream.us #DREAMers: The application deadline for the next round of

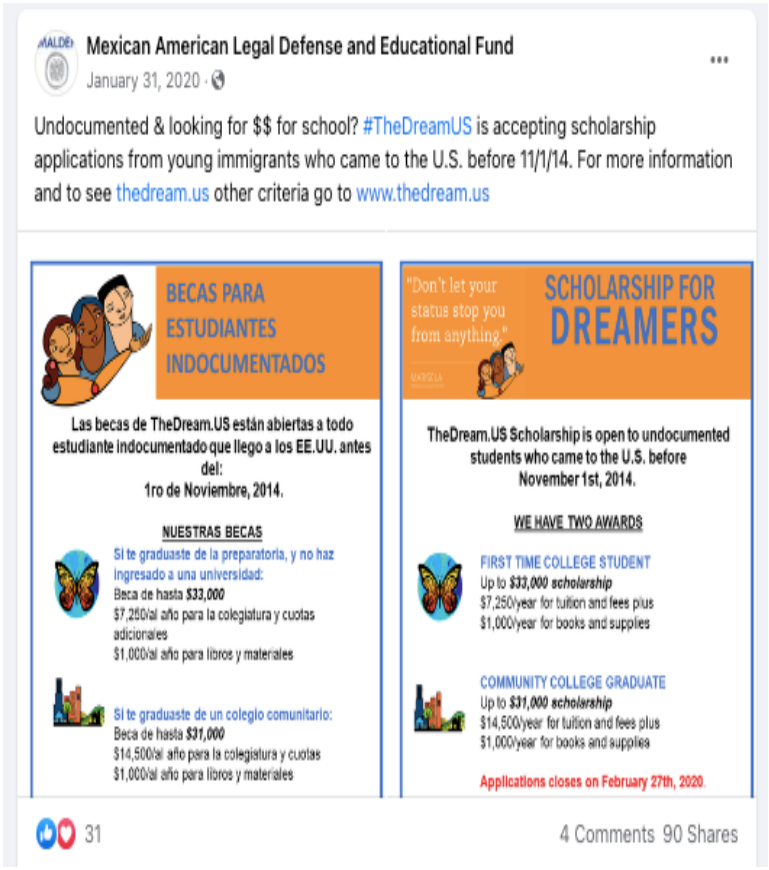
Community College of Denver @CCDedu

#TheDreamUS has adopted new immigration eligibility criteria! You are now eligible to apply if you came to the country before Nov 1, 2016. For more info see @TheDream_US

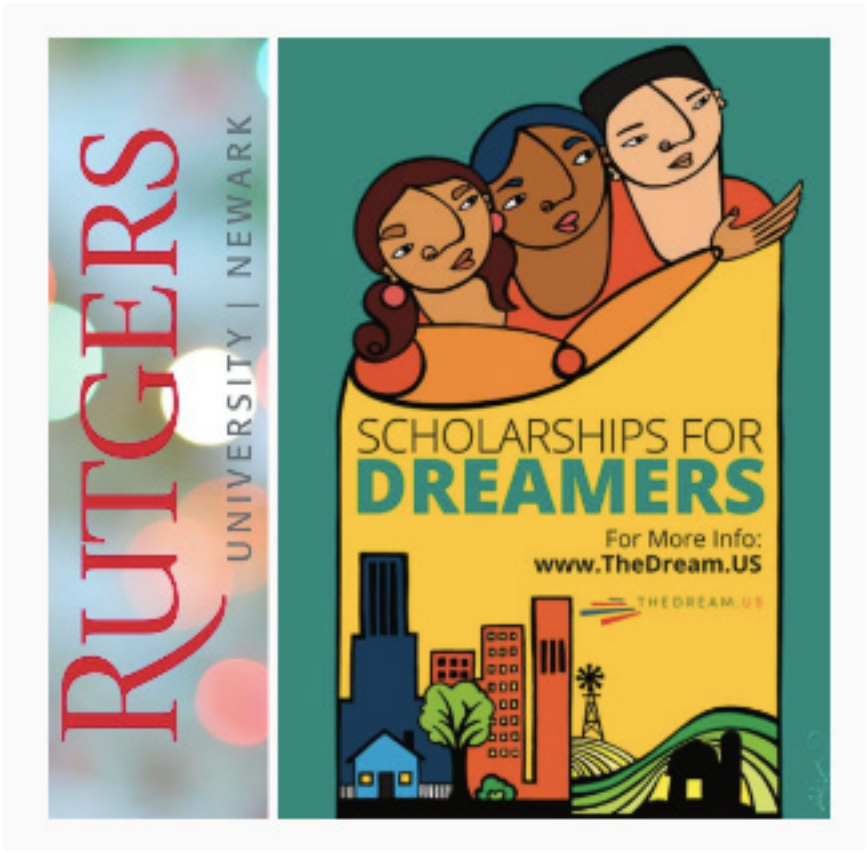
The City University of New York @CUNY

.@TheDream_US has adopted new immigration eligibility criteria! Undocumented students are now eligible to apply for the scholarship if the came to U.S. before November 1, 2016. Deadline to apply is today, March 7. For more info, go to thedream.us

SAMPLE FACEBOOK POSTS



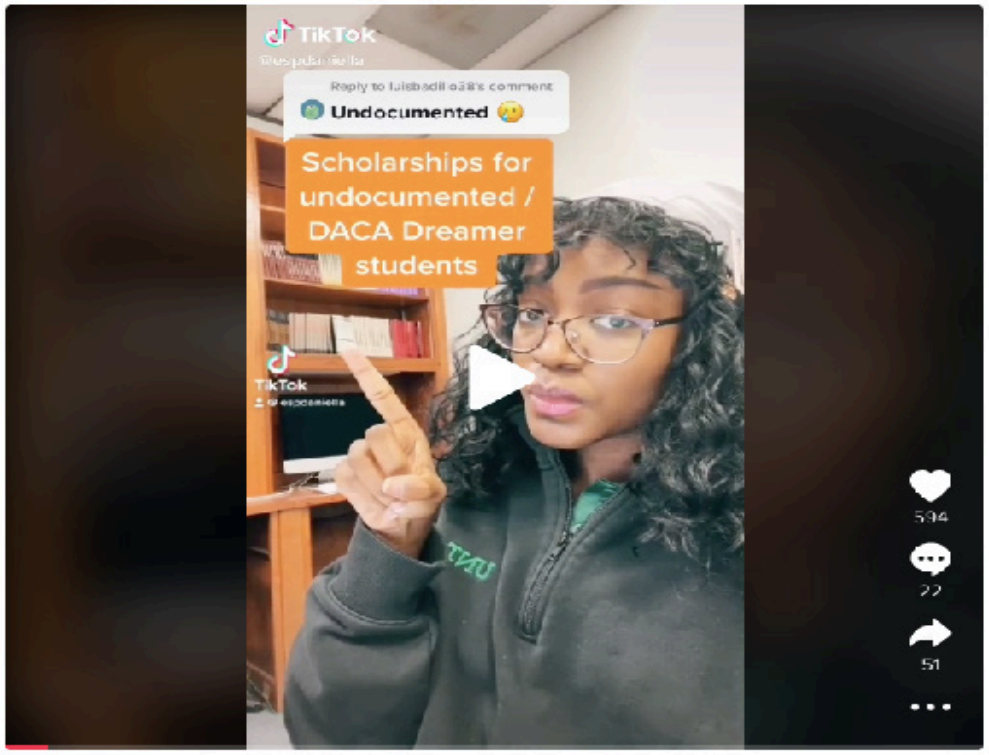
SAMPLE INSTAGRAM POSTS



runadmissions THEDREAM.US believes that nothing should stand in your way of a college education - not cost, immigration status, or lack of financial aid. Apply for a scholarship today! #rutgersnewark #TheDreamUS

jjdreamers College ready? Applications are being accepted for the next round of @thedream_us #scholarships ! Apply today: www.thedream.us #thedreamus #nationalscholarship #opportunityscholarship

SAMPLE TIKTOK



https://www.tiktok.com/@espdaniella/video/6920385345032965381

FLYERS

We're pleased to offer this original artwork in English and Spanish language. Our team will provide copies to your team and encourage you to visit TheDream.US to print additional copies. Please do not manipulate this original art work without TheDream.US's consent.

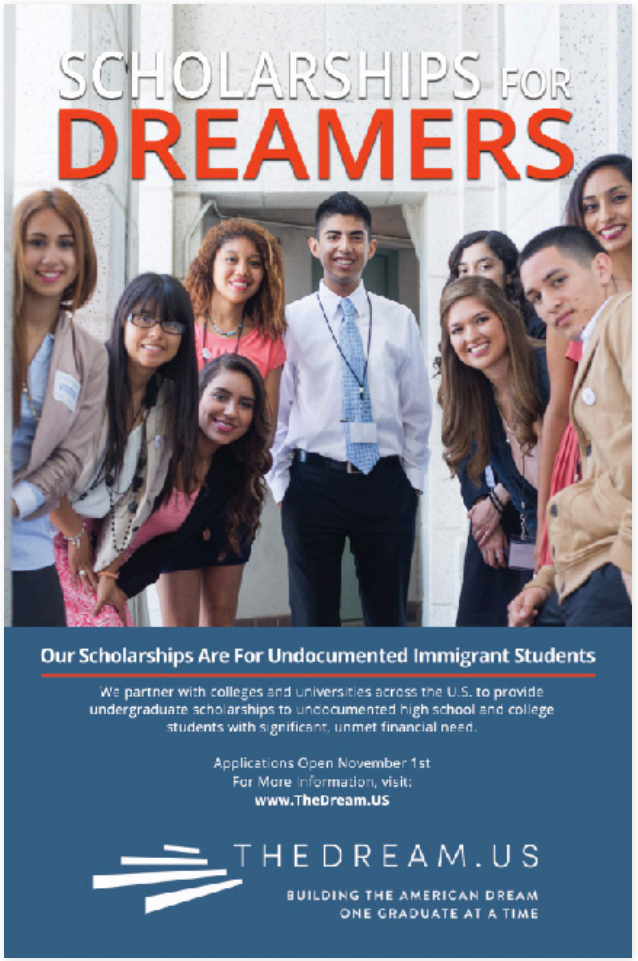
LOCKED OUT
STATES GRAPHIC

Following is a graphic communicating which states are "locked out" for use in communications. You can download this graphic at TheDream.US.

SAMPLE

TABLE TOP BANNER

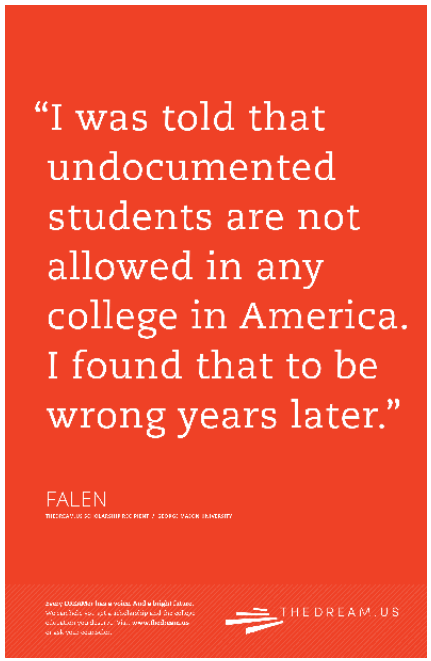
Following is a table top banner for your use at events and college fairs. You can download this banner at TheDream.US.

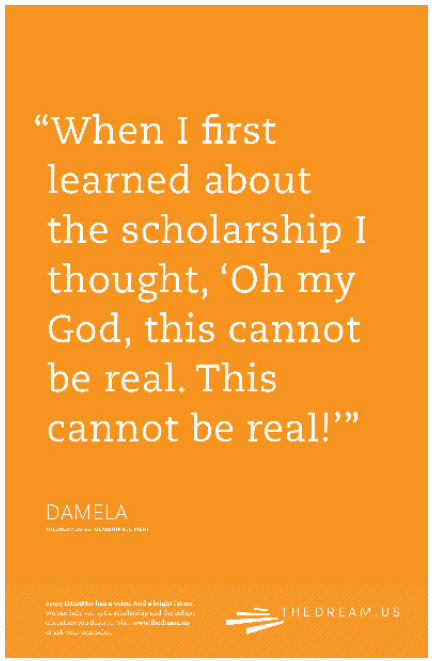


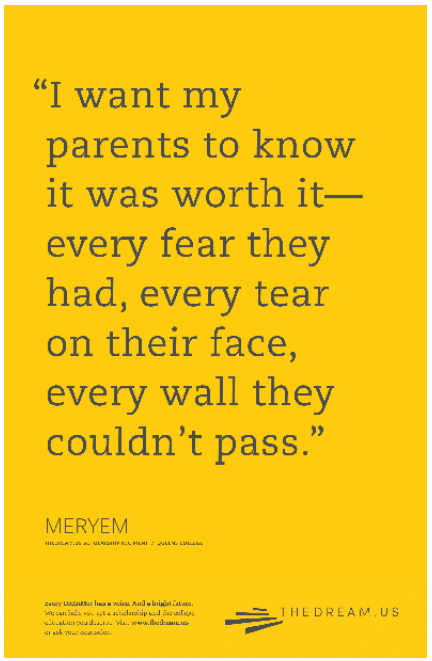
SAMPLE

POSTERS / FLYERS

Following are posters and flyers your school can print and use to help us promote the National and Opportunity Scholarships and TheDream.US. We will send you printed materials for immediate use and encourage you to visit TheDream.US to download and print more. Please do not alter poster and flyer creative without checking with our team!



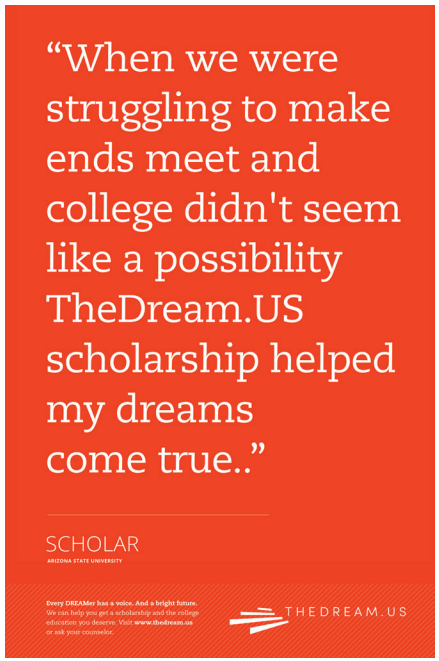


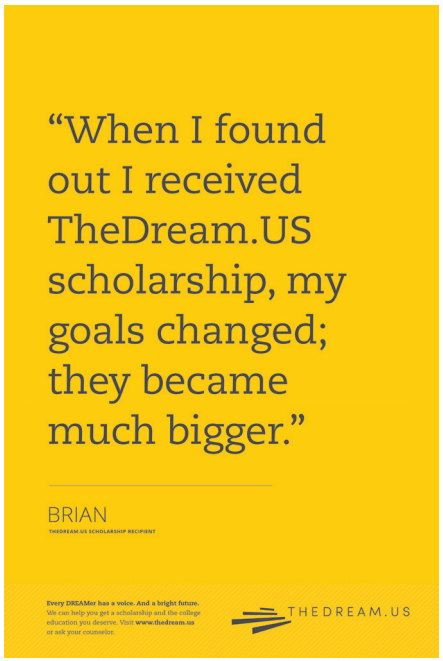


SAMPLE

POSTERS / FLYERS CNT

Following are posters and flyers your school can print and use to help us promote the National and Opportunity Scholarships and TheDream.US. We will send you printed materials for immediate use and encourage you to visit TheDream.US to download and print more. Please do not alter poster and flyer creative without checking with our team!





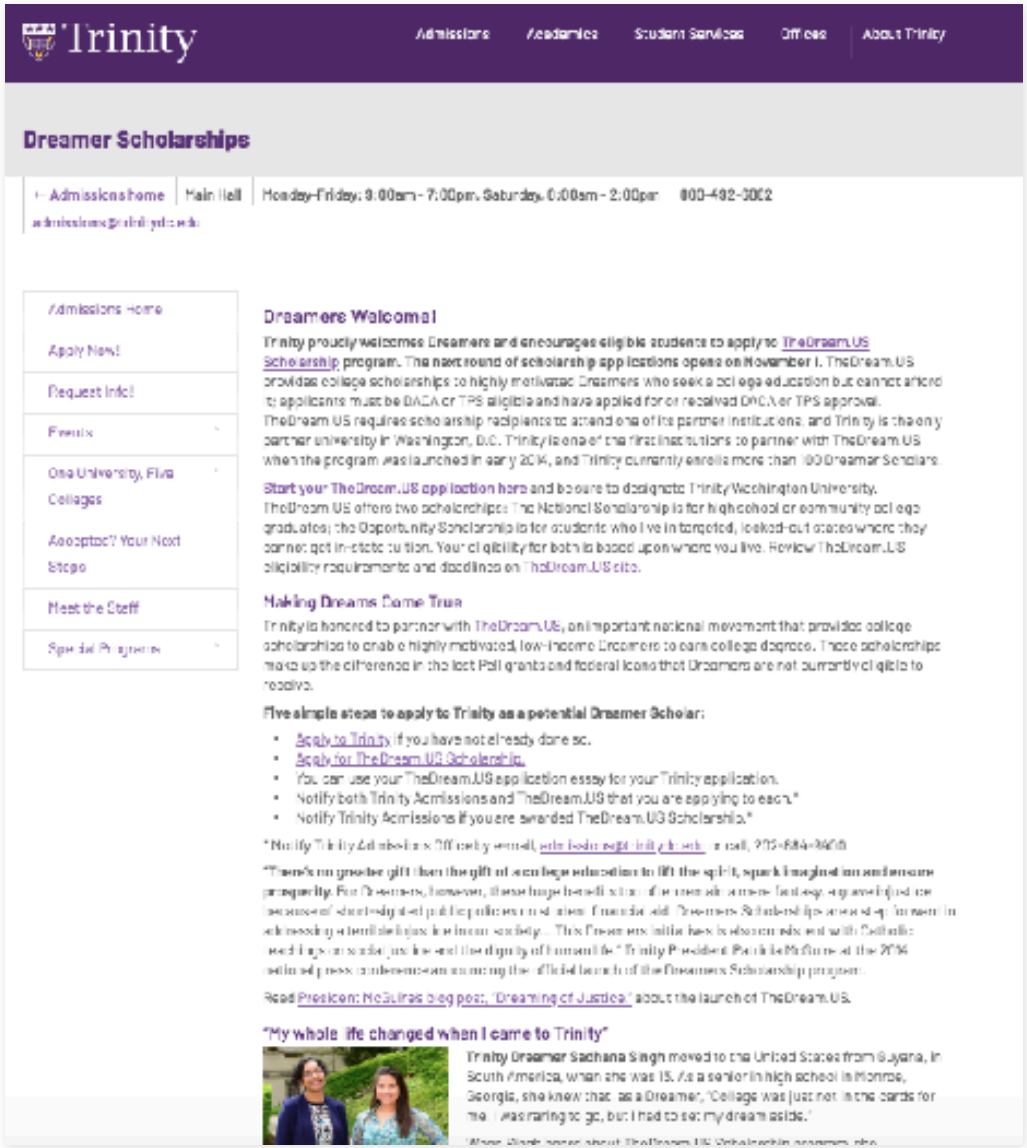
PARTNER COLLEGES' WEBSITE EXAMPLES

Following are examples of how other Partner Colleges have promoted TheDream.US and its scholarships on their websites in previous years, to give you ideas about how you might incorporate your partnership with TheDream.US into your site!

This site:

- It is easy to find and user friendly. TheDream.US information lives within the Office of Multicultural Affairs and there's an entire section dedicated to undocumented student resources.
- They list several resources aside from TheDream.US Scholarship
- The search engine takes you to this page if you use keywords: undocumented, DACA, Dreamer

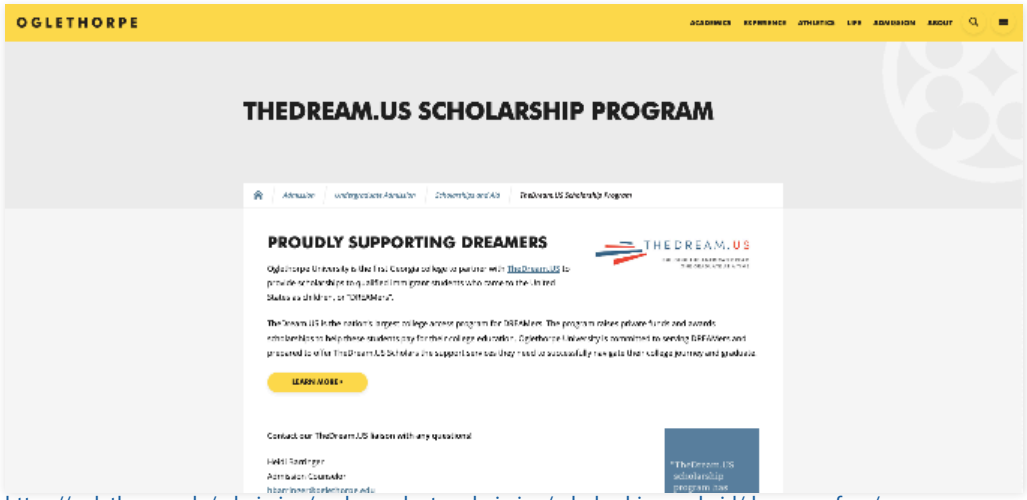
https://www.usf.edu/student-affairs/multicultural-affairs/resources/undocumented-resources.aspx



https://discover.trinitydc.edu/admissions/cas/dreamer-scholarships/

This site has:

- Links that direct to our website for eligibility rules, application and dates of the round
- Trinity Scholar stories
- Campus Contact (emails, names, titles, and campus locations)
- A nice and warm welcome message
- Five simple steps to apply to Trinity as a potential TheDream.US Scholar



https://oglethorpe.edu/admission/undergraduate-admission/scholarships-and-aid/dream-us-faqs/

This site has:

- Our logo
- Links that direct to our website
- Important campus contact (Department, name, email, and phone number)
- FAQs about how TheDream.US directly works at Oglethorpe

LOGO

Following is TheDream.US's logo. You can use it either with or without the tagline. Logo files of various formats are available at TheDream.US.

Without tagline:

With tagline:

LOGO CONTINUED

Reversed

Grayscale

Minimum size, without tagline

1.75 in.

Minimum size, with tagline

2.5 in.

SCHOLARSHIP LOGOS

If you are specifically referencing one of the two TheDream.US scholarships, use the scholarship logo. When using the scholarship logo you do not need to add TheDream.US logo as well. The dominant color for the Opportunity Scholarship is red, the dominant color for the National Scholarship is blue. You can download these logos at TheDream.US.

SCHOLARSHIP LOGOS CONTINUED

Reversed

Grayscale

Minimum size

2.5 in.

2.5 in.