



# CAROLINAS CREDIT UNION FOUNDATION

## SAMPLE SOCIAL MEDIA POSTS

### PRIOR TO PORTAL OPENING

Did you know your credit union offers college scholarships?! Learn more about the qualification and application process on our scholarship page. Applications accepted beginning October 1!

Pop quiz for students! Question: Which credit union members can apply for our scholarships for the 2023-2024 academic year? A) High school seniors. B) Current college students. C) Graduate students. D) Adults planning to return to school. Answer: E – ALL OF THE ABOVE! Learn more here:

High school seniors: wondering how you'll pay for college? Your credit union can help! Click the link to learn about scholarship opportunities from your credit union.

Students: paying for college is more challenging than ever. Your credit union can help. Hit the link for more information about the college scholarships we offer!

Beginning October 1, applications will be accepted for scholarships to attend a two- or four-year college. Learn more about the scholarships your credit union offers here!

Ready. Set. APPLY! Scholarship applications will be accepted October 1, 2022 – February 1, 2023 for students attending college in the 2023-2024 academic year. Complete details on our web site

### DURING APPLICATION PERIOD

Applications are now being accepted for college scholarships from your credit union for the 2023-2024 school year. Learn more about who qualifies and how to apply here –

Sweating how you'll pay for college? Your credit union is accepting scholarship applications from now until February 1, 2023! Learn more about the qualifications on our web page.

Applying for a scholarship from the credit union? Keep in mind the following tips to submit a quality application: a well-written essay, good grades, and thoroughly listing your school and community activities. Click the link to access the application portal!

Apply for a college scholarship from your credit union now until February 1, 2023. We can help you lower your tuition bill! Learn more about our scholarship program and how to apply here –

Scholarship applications are available from your credit union, but HURRY! The application period ends February 1. Details and a link to the application portal available here

Your credit union is proud to partner with the Carolinas Credit Union Foundation to offer college scholarships. Learn more here - (either link to your page or the CCUF Scholarship Resource Center - <https://carolinasfoundation.org/credit-union-scholarship-resource-center/>).



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### GENERAL TIPS TO CONSIDER AFTER RECIPIENTS ARE SELECTED AND FOR GENERALLY MARKETING THE PROGRAM:

- Consider having scholarship winners submit a short video testimonial clip for sharing socially, and/or at annual and other meetings. Written material can work, too.
- Contact previous year winners to pull testimonial materials about the impact of the credit union's scholarship. What are they up to now and how did the CU scholarship help? (They can also share tips for prospective first-time applicants.)
- Keep in mind that applicants share some really good details on the portal that maybe inspirations for sharing with the membership. An example often seen is when an applicant is the first member of their family to attend college, they share it. The Foundation is always happy to share applications on request!
- If you would like to invite your winners to be recognized at an annual meeting or board meeting, the Foundation is happy to work with your schedule in terms of selecting winners and gathering photos, etc. Just let us know!
- If your credit union has a robust social media presence, you might consider doing a live informational session with prospective applicants and their parents before or during the application period. This could be a good way to share information about your program and allow members to ask questions.