



Federal Scholarship Program:

Social Media Toolkit

What is at Stake? The Federal Scholarship Program offers ground-breaking scholarship funding to New York families, helping students access tutoring, school supplies, after school programs, and more. Families only access these benefits if New York opts in.

Why Now? As federal guidance is expected in the coming months, it's critical to build awareness and support to ensure New York says yes.

What's Included? Below are sample captions and graphics you can use on your preferred social media platform. Thank you for helping support this historic initiative.

View [Instagram, Facebook and Twitter](#) graphics. View [WhatsApp](#) graphics.

WhatsApp Message (can be used with all WhatsApp graphics)

*MAJOR NEWS* 📣

New York intends to opt into the Federal Scholarship Program

This historic program would help families pay for educational expenses like:

- ✅ tutoring
 - ✅ school supplies
 - ✅ after-school programs
 - ✅ transportation,
- and more.

Now is the time to build support and ensure New York is ready to move forward.

🔗 *Learn more:* (website link)

👉 *Get involved:* (group chat link)

Short Social Media Captions

1. (Graphics 1-3,5,7,8)

New York intends to opt into the Federal Scholarship Program once federal regulations are finalized. Help make sure New York is ready to move forward so families can benefit from this historic opportunity. Learn more: (website link)

#Scholarshipsforall #Education #Scholarships #KidsFirst #NewYork #NYparents #NYtaxpayers

2. (Graphics 4,7)

The Federal Scholarship Program could bring more than **\$1.5 billion** in scholarship funding to New York families. New Yorkers can't afford to miss out. Learn more: (website link)

#Scholarshipsforall #Education #Scholarships #KidsFirst #NewYork #NYparents #NYtaxpayers

3. (Graphic 2)

More than **28 states** have already said yes to the Federal Scholarship Program. We can't risk these dollars going elsewhere. Ensure New York is next. Learn more: (website link)

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4. (Graphics 1,4,5)

Federal scholarships help pay for tutoring, textbooks, school supplies, after school programs, transportation, and more. Every student deserves an opportunity to succeed. Learn more: (website link)

#Scholarshipsforall #Education #Scholarships #KidsFirst #NewYork #NYparents #NYtaxpayers

5. (Graphic 7)

If New York doesn't participate, New Yorkers can still claim the tax credit. But there's one catch: their donations will support students in other states. Let's keep New York tax dollars in New York. Learn more: (website link)

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6. (Graphics 1,2,5,8,9)

New York families deserve every opportunity available to them. The Federal Scholarship Program unlocks significant scholarship funding while costing New York taxpayers nothing. Learn more: (website link)

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Longer Captions

Option 1 (Graphics 1,2,4-8)

New York families deserve every opportunity available to them.

The Federal Scholarship Program could unlock **more than \$1.5 billion** in scholarship funding to help pay for tutoring, after school programs, and more. All at **no cost to New York taxpayers**.

More than 28 states have already said yes. Let's make sure New York families don't get left behind.

Learn more: (website link)

#ScholarshipsForAll #Education #Scholarships #KidsFirst #NewYork #NYParents #NYTaxpayers

Option 2 (Graphic 3)

Thank you, @GovKathyHochul, for supporting scholarships for all and for your commitment to bringing the Federal Scholarship Program to New York once federal regulations are finalized.

This historic opportunity would unlock more than \$1.5 billion in scholarship funding for New York students and families.

Learn more: (website link)

#ScholarshipsForAll #Education #Scholarships #KidsFirst #NewYork #NYParents #NYTaxpayers