Federal Scholarship Program:

Social Media and Communications Toolkit

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

Why Now? As federal guidance is expected in the coming months, it's critical to build awareness and support to ensure New Jersey 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 and download Instagram, Facebook and Twitter graphics.

Please begin by posting the following: First Week of Social Media Posts.docx

Additional social media resources below:

WhatsApp Message (download WhatsApp graphic)



*MAJOR NEWS*_ 📣

New Jersey 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 Jersey is ready to move forward.

🔗 *Learn more:* (website link)
🤝 *Get involved:* (group chat link)

Social Media Captions to Pair with Graphics

Graphic 1: "Scholarships for All"

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

#ScholarshipsforallNJ #Education #Scholarships #KidsFirst #NewJersey #NJparents

Graphic 2: "More than 30 states..."

More than **30 states** have already said yes to the Federal Scholarship Program. We can't risk these dollars going elsewhere. Ensure New Jersey is next. Learn more: scholarshipsforallnj.com

#ScholarshipsforallNJ #Education #Scholarships #KidsFirst #NewJersey #NJparents

Graphic 3: "Governor Sherrill – Please Opt In"

@govsherrillnj Please Opt In to support scholarships for all and commit to bringing the Federal Scholarship Program to New Jersey once federal regulations are finalized.

This historic opportunity would unlock more than $840 million in scholarship funding for New Jersey students and families.

Learn more: scholarshipsforallnj.com

#ScholarshipsForAllNJ #Education #Scholarships #KidsFirst #NewJersey #NJParents

Graphics 4: "New Jersey Can't"

The Federal Scholarship Program could bring more than **$840 million** in scholarship funding to New Jersey families. New Jersey residents can't afford to miss out. Learn more: scholarshipsforallnj.com

#ScholarshipsforallNJ #Education #Scholarships #KidsFirst #NewJersey #NJparents #NJtaxpayers

Graphics 5: "Tutors, test prep..."

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

#ScholarshipsforallNJ #Education #Scholarships #KidsFirst #NewJersey #NJparents

Graphic 6: "$840M in projected..."

New Jersey families deserve every opportunity available to them.

The Federal Scholarship Program could unlock **more than $840 million** in scholarship funding to help pay for tutoring, after school programs, and more. All at **no cost to New Jersey taxpayers**.

More than 30 states have already said yes. Let's make sure New Jersey families don't get left behind.

Learn more: scholarshipsforallnj.com

#ScholarshipsForAllNJ #Education #Scholarships #KidsFirst #NewJersey #NJParents

Graphic 7: "Keep $840 million in NJ"

If New Jersey doesn't participate, New Jersey residents can still claim the tax credit. But there's one catch: their donations will support students in other states. Let's keep New Jersey tax dollars in New Jersey. Learn more: scholarshipsforallnj.com

#ScholarshipsforallNJ #Education #Scholarships #KidsFirst #NewJersey #NJparents #NJtaxpayers

Graphics 8 or 9: "New Jersey residents will not..." Or "71% of New Jersey Residents..."

New Jersey families deserve every opportunity available to them. The Federal Scholarship Program unlocks significant scholarship funding while costing New Jersey taxpayers nothing. Learn more: scholarshipsforallnj.com

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