



# Section 2: Promotion

## #WhyApply

- #WhyApply is a national social media initiative to promote College Application Months around the country. The American College Application Campaign (ACAC) has designated **Friday, September 20** as 2024's #WhyApply Day.
- On #WhyApply Day, wear your postsecondary program gear (t-shirt, hats, pins, etc.) and share why you believe students should apply to a postsecondary pathway and/or why you did, using the hashtag #WhyApply. You can share anything related!
- Then share your response on your favorite social media platform. Encourage your friends, family, and colleagues to do the same. Not sure what to post? You might:
  - Type a short response in your status
  - Make a video of yourself or your friends answering the question
  - Draw a picture depicting your reasons
  - Write your answer on a piece of paper (feel free to use the #WhyApply template provided- see [Appendix 3](#)) and post a photo of you holding it
  - Share an image or photo with your reason
- Look for Granite Edvance's #WhyApply posts, too!

## Promoting Your ApplyNH Day

### Prior to ApplyNH

- Target your audience: **all members of the Class of 2025!** How do you best communicate with them? Who are your most effective ambassadors? Enlist their help and create a communication plan to make sure every student knows about your event, its purpose, and how to participate.
  - For students who are not pursuing college, be sure to invite them to participate! They can work on a **resume, cover letter, job application**, or any other future-related work they have. If upon arrival they decide they might as well submit an application or two while they're there, all the better!
  - For students unsure of their next steps, encourage them to apply to a community college as an option- it's free, easy, and you can reinforce that when it comes to planning for the future, it's better to keep all the doors open.
  - Please note that only college-attending students will be eligible for the \$500 scholarship
- Follow **#applynh** on Facebook and Twitter and repost messages on your social media accounts. For more tips about engaging on social media, check out [Appendix 3](#).
- Advertise on your site's bulletin board – create a space to highlight the benefits of the event and how to register to give students a daily reminder of the **ApplyNH** opportunity.
- Hang **ApplyNH** posters ([Appendix 5](#)) throughout the school. This poster features a white space for you to write the date, time and location of your event, and can also be used to hang outside

the computer lab and throughout the school on the day of your event. Some sites have utilized this poster to share college trivia in hallways and stairways through the building to further promote their event. NHHEAF will send you posters.

- Advertise the event on the site's outdoor marquee to make parents/guardians and other adult mentors aware of the event. You could also set up information tables about your event during football games and other gatherings of your community.
- Hang **ApplyNH** banner in your site's lobby announcing your event. On the date of the event, move the banner to the computer area and ask students to sign it and possibly note which colleges they applied to once they have submitted their college application(s). After the event, hang this banner in a predominant place in your site to keep the momentum going, and use to advertise the following year. Granite Edvance will send you a banner.
- Ask each teacher and/or staff member working with your juniors and seniors to utilize the door sign ([Appendix 2](#)), including where they went to college and what they loved about it. Once completed, teachers and staff members can hang the poster outside their classroom door (or in their virtual background) to encourage discussion with all your site's students.
- Identify a date (suggestion: Friday, September 20, #WhyApply Day) to ask all teachers/staff to wear their college gear to school and to take 10- 15 minutes at the start of each class to share their college-going experience. If classes are not meeting in person, share the answers on social media or in a short video. Some things for them to consider sharing:
  - Where did they apply and why?
  - Where did they enroll and why did they choose that college?
  - Did they transfer, change majors, etc.?
  - What were their fears, their concerns, and their successes?
  - What do they wish they'd known when they were a senior in high school?

These conversations help build a college-going culture!

- Draft a press release (sample provided in [Appendix 9](#)) and submit it to your local newspaper(s).

## Advanced Registration

Advanced student sign-ups are encouraged to promote participation and distribute materials to students before your **ApplyNH** event.

- Designate one person in your sites to manage student sign-ups and distribute the Student Guides ([Appendix 8](#))
- Email the Promotional Flyer to students and parents outlining the day's events and benefits of participation ([Appendix 6](#))
- Send your site-customized parent/guardian letter ([Appendix 7](#)) to promote participation

## Day of Event

- Cheer them on! As your seniors walk to their **ApplyNH** appointments, invite all 9-11th graders to stand in the hallway to applaud and cheer them on. Consider a motivation video if unable to gather the students together.
- Celebrate students on social media. Create a photo booth at your event for students to show off their **#ApplyNH**, using the materials provided in **Appendix 19**.
- Celebrate application submissions! Have students announce their applications by creating a bulletin board where they can share their news. Set a goal for application submissions and have your students keep track of their progress. Students can tape the ApplyNH pennant to their lockers or at home on their front door or in a window. Print it with #Accepted on the other side and you're ready for a decision day celebration, too! These materials can be found in **Appendix 19**.

## Materials

- Promotional materials will be sent to your school, addressed to your Site Coordinator.
- Materials include:
  - 10 posters with white space
  - 1 banner
  - Full digital access to this Guidebook and Appendices with additional resources and promotional materials
- If you need or want any additional materials, please contact Granite Edvance.