



# THE DREAM.US

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PARTNER COLLEGE PROMOTIONAL TOOLKIT

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# INTRODUCTION

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There are thousands of Dreamers 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](mailto:gaby.pacheco@thedream.us).

# OVERARCHING GUIDELINES

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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

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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 DREAMers.

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 that opportunity.

## **Your partnership with TheDream.US**

We are proud 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

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## **Scholarships**

TheDream.US scholarships are for highly motivated DREAMers 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 college students or community college graduates only. 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 for 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

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## **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:

Must have DACA; TPS; or be undocumented and have come to the country before November 1, 2016 and otherwise meet the DACA criteria;:

- Came to the United States before the age of 16;
- Have continuously resided in the United States since November 1, 2016, up to the present time and have had no lawful status;

*Additional criteria can be found on TheDream.US website.*

# APPLICANT OUTREACH

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Depending on the applicant pool, it takes 90 started applications, or 30-50 submitted applications, to achieve 10 Scholars. Below are ten 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) Help applicants review their essays
- 8) Invite current Scholars to participate in sessions, applicant call banks, or media interviews
- 9) Reach out to your local community college graduates and encourage them to apply to the CCG scholarship
- 10) Make sure to use words like "undocumented, DREAMer, DACA, TPS" on your website to make them searchable

# PRESS RELEASES

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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 Partner Colleges:

- 1) Miami Dade College: [https://news.mdc.edu/press\\_release/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) Lewis University: [https://www.lewisu.edu/news/newsarticle.htm?PArticleID=11210#.Xa\\_Dd5NKgdU](https://www.lewisu.edu/news/newsarticle.htm?PArticleID=11210#.Xa_Dd5NKgdU)
- 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) Arkansas Tech: <https://www.arkansastechnews.com/atu-welcomes-thedream-us-scholars/>

# SAMPLE SOCIAL MEDIA

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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
- #Scholarship #FinancialAid
- #HomeisHere #IStandWithImmigrants #WeAreHome
- #College #HigherEd #HigherEducation

# SAMPLE SOCIAL MEDIA

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## TWITTER

Proud to be a Partner College w/[@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, 2016. 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 pursue a #college education. The next round of #scholarships are now open! Apply at [thedream.us](#)

Proud to be a Partner College w/[@TheDream\\_US](#) to support our country's #DREAMers 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 DREAMers and prepared to offer you the support services you need to help you successfully navigate your college life! Apply today: [thedream.us](#)

# SOCIAL MEDIA CONTINUED

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## FACEBOOK

Proud to be a Partner College of [FB Page] TheDreamdotUS! DREAMers: apply at [thedream.us](http://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](http://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, 2016. Their applications just opened for the 2022-2023 scholarship cycle. Learn how YOU can become one of the many Scholars who can receive up to \$33k in scholarship aid!

We proudly support DREAMers. As a Partner College of [FB Page] TheDreamdotUS, Undocumented students who have lived in and been in the US before November 1, 2016, and meet the other criteria, can apply for an up to \$33k in scholarship funding through TheDream.US. Applications are now open! [thedream.us](http://thedream.us)

Are you planning to enroll in college, have DACA, TPS, or came to the country before November 1, 2016, and came to the US before your 16th birthday and need financial aid to attend college... [FB Page] TheDreamdotUS is now accepting applications for its 2021-2022 scholarship round! Learn if you can qualify for up to \$33,000 in tuition/fees support. [thedream.us](http://thedream.us)

## INSTAGRAM

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

# SAMPLE TWITTER POSTS

**DSU** DelStateUniv @delstateuniv • Oct 3

Are you a **#DREAMer** trying to go to college? **#Scholarships** are now available via [@thedream\\_us](#), up to \$25k in tuition/fees. [thedream.us](#)

**Eastern Connecticut State University** @easternctstateuniv

@TheDream\_US can help **#DREAMers** pursue a **#college** education. The next round of **#scholarships** are now open! Apply at [thedream.us](#)



**GU** Georgetown University @georgetownuniv

@TheDream\_US can help **#DREAMers** pursue a **#college** education. The next round of **#scholarships** are now open! Apply at [thedream.us](#)



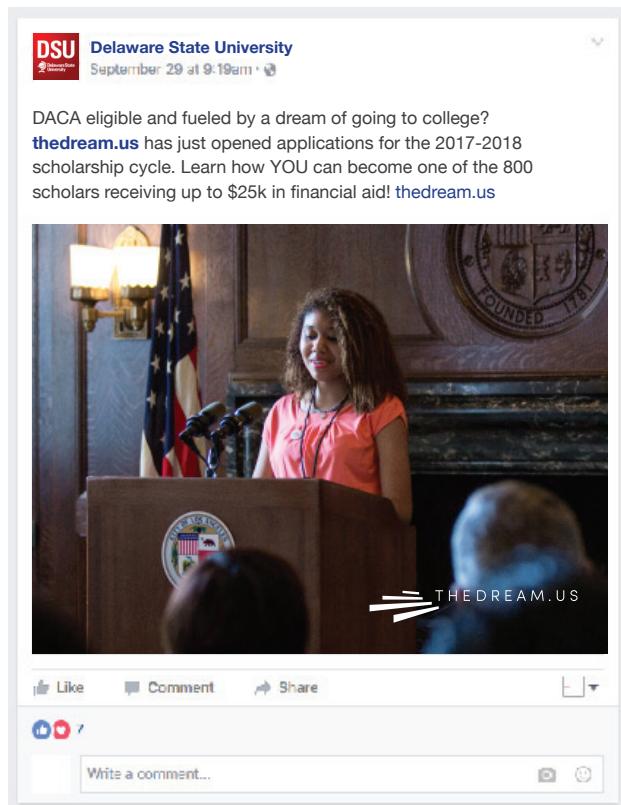
“I was told that undocumented students are not allowed in any college in America. I found that to be wrong years later.”

FALEN

THEDREAM.US SCHOLARSHIP RECIPIENT / GEORGETOWN UNIVERSITY



# SAMPLE FACEBOOK POSTS

**DSU** Delaware State University September 29 at 9:19am 

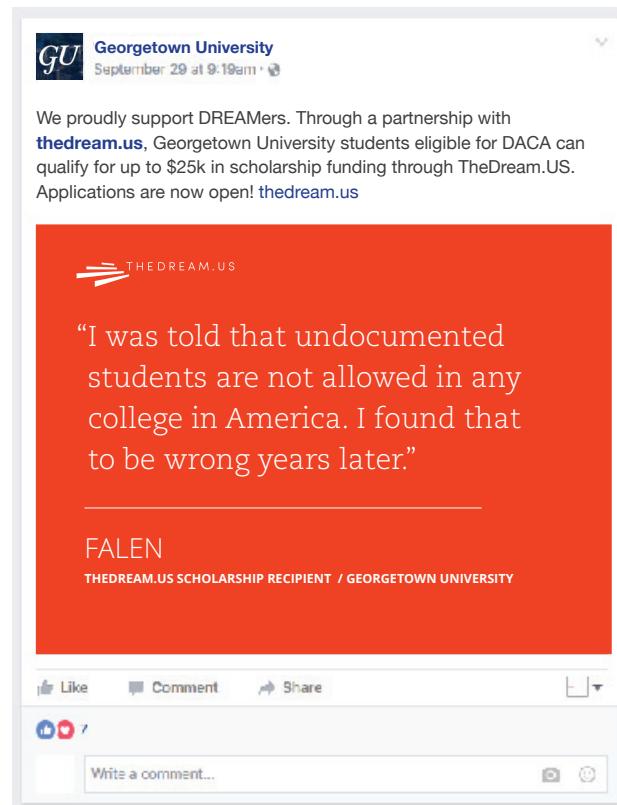
DACA eligible and fueled by a dream of going to college? **thedream.us** has just opened applications for the 2017-2018 scholarship cycle. Learn how YOU can become one of the 800 scholars receiving up to \$25k in financial aid! [thedream.us](http://thedream.us)



THE DREAM.US

**Like** **Comment** **Share** 1

**Write a comment...**

**GU** Georgetown University September 29 at 9:19am 

We proudly support DREAMers. Through a partnership with **thedream.us**, Georgetown University students eligible for DACA can qualify for up to \$25k in scholarship funding through TheDream.US. Applications are now open! [thedream.us](http://thedream.us)

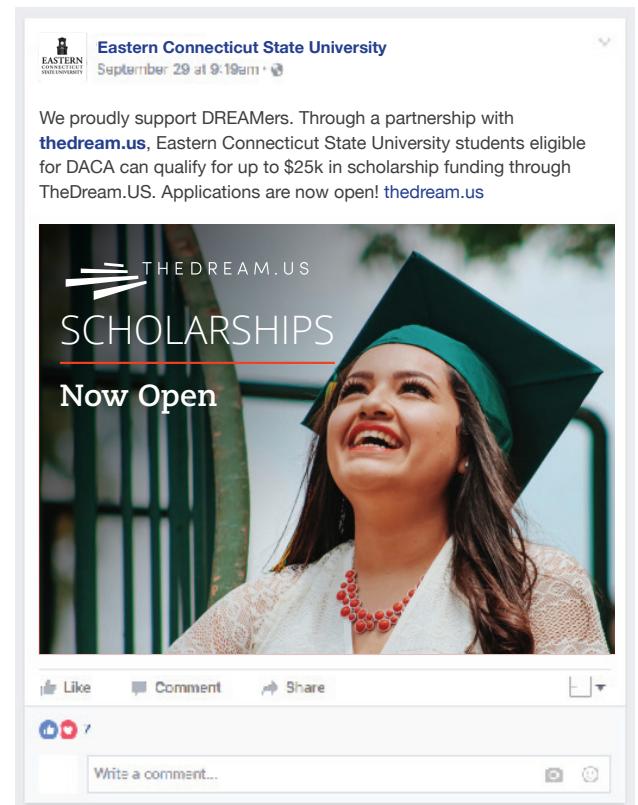
THE DREAM.US

**I was told that undocumented students are not allowed in any college in America. I found that to be wrong years later.**

**FALEN**  
THE DREAM.US SCHOLARSHIP RECIPIENT / GEORGETOWN UNIVERSITY

**Like** **Comment** **Share** 1

**Write a comment...**

**EASTERN CONNECTICUT STATE UNIVERSITY** September 29 at 9:19am 

We proudly support DREAMers. Through a partnership with **thedream.us**, Eastern Connecticut State University students eligible for DACA can qualify for up to \$25k in scholarship funding through TheDream.US. Applications are now open! [thedream.us](http://thedream.us)

THE DREAM.US

**SCHOLARSHIPS**

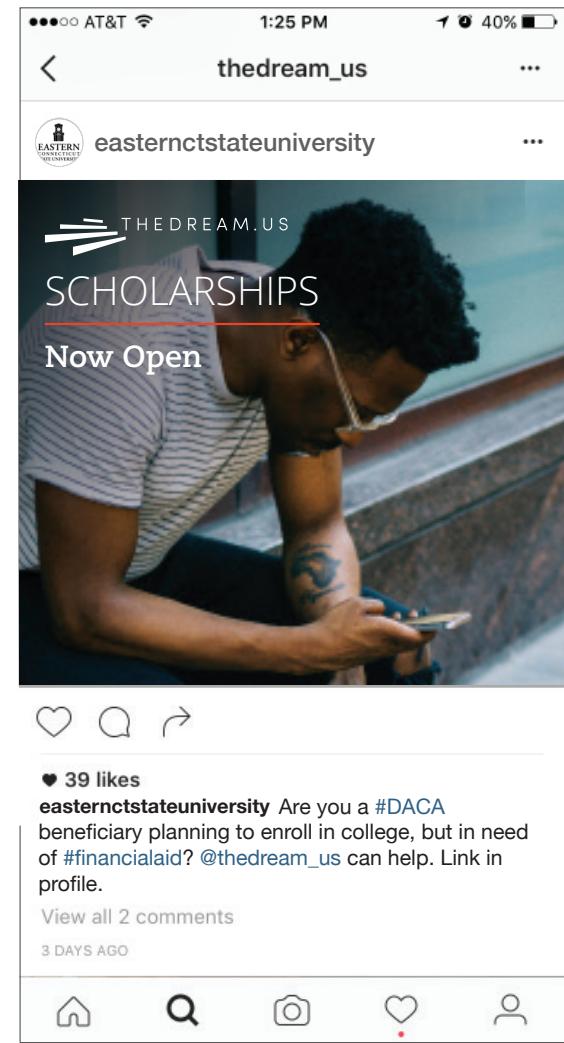
**Now Open**



**Like** **Comment** **Share** 1

**Write a comment...**

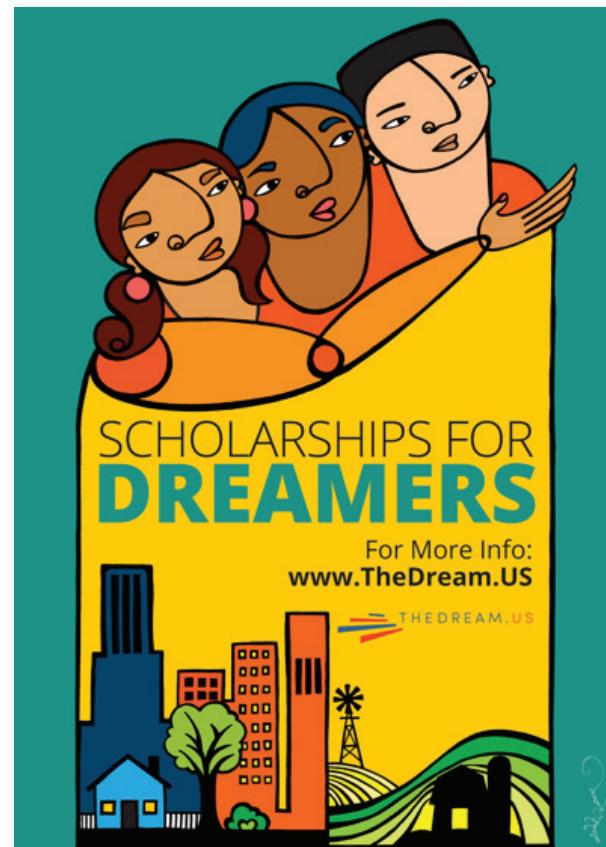
# SAMPLE INSTAGRAM POSTS



# FLYERS

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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](http://TheDream.US) to print additional copies. Please do not manipulate this original art work without [TheDream.US](http://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.



## ARE YOU A DREAMER

FROM ONE OF THESE STATES?



You may qualify for an out-of-state college scholarship from TheDREAM.US for up to \$20,000/year.

[www.thedream.us/opportunityscholarship](http://www.thedream.us/opportunityscholarship)

SAMPLE

# TABLE TOP BANNER

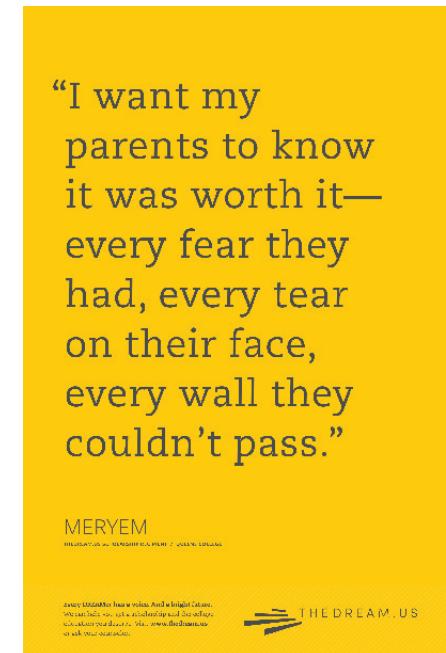
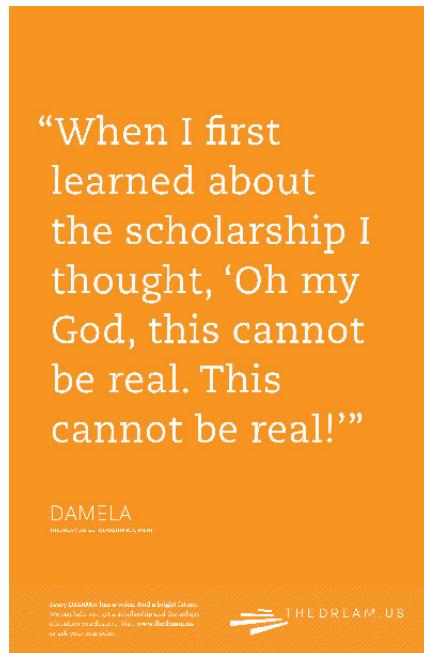
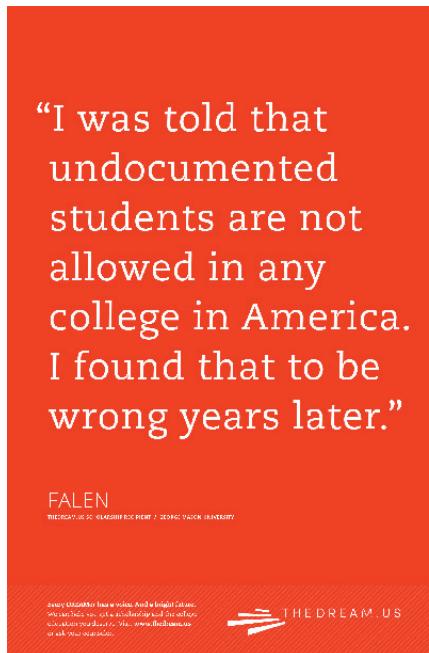
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Following is a table top banner for your use at events and college fairs. You can download this banner at TheDream.US.



# 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!

“When we were struggling to make ends meet and college didn't seem like a possibility TheDream.US scholarship helped my dreams come true.”

**SCHOLAR**  
ARIZONA STATE UNIVERSITY

Every DREAMer has a voice. And a bright future. We can help you get a scholarship and the college education you deserve. Visit [www.thedream.us](http://www.thedream.us) or ask your counselor.

 THE DREAM.US

Creemos en ti  
We believe in you  
Nous croyons en toi  
우리는 당신을 믿어요!

THE DREAM.US TEAM

Every DREAMer has a voice. And a bright future. We can help you get a scholarship and the college education you deserve. Visit [www.thedream.us](http://www.thedream.us) or ask your counselor.

 THE DREAM.US

“Por mi mamá I will be the best I can be.”

**YARITZI**  
THE DREAM.US SCHOLARSHIP RECIPIENT

Every DREAMer has a voice. And a bright future. We can help you get a scholarship and the college education you deserve. Visit [www.thedream.us](http://www.thedream.us) or ask your counselor.

 THE DREAM.US

“When I found out I received TheDream.US scholarship, my goals changed; they became much bigger.”

**BRIAN**  
THE DREAM.US SCHOLARSHIP RECIPIENT

Every DREAMer has a voice. And a bright future. We can help you get a scholarship and the college education you deserve. Visit [www.thedream.us](http://www.thedream.us) or ask your counselor.

 THE DREAM.US

# 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. On their Financial Aid tab, they have a drop down menu that is just for undocumented students
- They list several resources aside from TheDream.US Scholarship
- The search engine takes you to this page if you use keywords: undocumented, DACA, DREAMer

The screenshot shows the National Louis University (NLU) website. The URL is <https://www.nlu.edu/financialaid/financialaidresources/scholarships/undocumentedstudents/>. The page title is "Scholarships for Undocumented Students at National Louis University". The sidebar on the right contains a "REQUEST MORE INFORMATION" form with fields for "Degree Level of Interest" (selected "Bachelor's Degree") and "NLU Program of Interest" (selected "PLEASE SELECT A PROGRAM"). A "NEXT" button is at the bottom of the sidebar. The main content area discusses the NLU Eagle Dream Scholarship, application process, and how to apply. The sidebar also includes an "ANNOUNCEMENTS" section with a "Complete Your FAFSA" message.

<https://www.nlu.edu/financialaid/financialaidresources/scholarships/undocumentedstudents/>



Admissions   Academics   Student Services   Offices   About Trinity

## Dreamer Scholarships

Admissions home | Main Hall | Monday-Friday, 9:00am-7:00pm, Saturday, 10:00am-2:00pm | 800-492-3022  
admissions@trinitydc.edu

Admissions Home	<b>Dreamers Welcome!</b> Trinity proudly welcomes Dreamers and encourages eligible students to apply to <a href="#">TheDream.US Scholarship</a> program. The next round of scholarship applications opens on November 1. The Dream.US provides college scholarships to highly motivated Dreamers who seek a college education but cannot afford to. Applicants must be DACA or TPS eligible and have applied for or received DCO or TPS approval. TheDream.US requires scholarship recipients to attend one of its partner institutions, and Trinity is the only partner university in Washington, D.C. Trinity is one of the first institutions to partner with TheDream.US when the program was launched in early 2014, and Trinity currently enrolls more than 100 Dreamer Scholars. <a href="#">Start your TheDream.US application here</a> and be sure to designate Trinity Washington University. TheDream.US offers two scholarships: the National Scholarship is for high school or community college graduates; the Opportunity Scholarship is for students who live in targeted, look-out states where they cannot get in-state tuition. Your eligibility for both is based upon where you live. Review TheDream.US application requirements and deadlines on <a href="#">TheDream.US site</a> .
Apply Now!	
Request Info!	
Finpix	
One University, Five Colleges	
Adopted? Your Next Step	
Meet the Staff	
Scholarships	

**Making Dreams Come True**  
Trinity is honored to partner with TheDream.US, an important national movement that provides college scholarships to enable highly motivated, low-income Dreamers to earn college degrees. These scholarships make up the difference in the lost Pell grants and federal loans that Dreamers are not currently eligible to receive.

Five simple steps to apply to Trinity as a potential Dreamer Scholar:

- [Apply to Trinity](#) if you have not already done so.
- [Apply for TheDream.US Scholarship](#).
- You can use your TheDream.US application essay for your Trinity application.
- Notify both Trinity Admissions and TheDream.US that you are applying to each.\*
- Notify Trinity Admissions if you are awarded TheDream.US Scholarship.\*

\*Notify Trinity Admissions (Trinity email, [admissions@trinitydc.edu](mailto:admissions@trinitydc.edu), or call, 202-584-3676)

"There's no greater gift than the gift of an education to lift the spirit, spark imagination and inspire creativity. But Dreamers, however, face unique hurdles in the classroom because they are just as successful students as any other students. That's why TheDream.US Scholarship is awarded to them in order to provide them with the same opportunities as everyone else. The Dreamers will have a chance to succeed and bring out the best in them, and the dignity of humanity." Trinity President Park B. McPhee at the 2014 solo rally and press conference marking the official launch of the Dreamers Scholarship program.

[Read President McPhee's blog post, "Dreaming of Justice," about the launch of TheDream.US.](#)

**"My whole life changed when I came to Trinity"**



Trinity Dreamer Sachana Singh moved to the United States from Guyana, in South America, when she was 15. As a senior in high school in Monroe, Georgia, she knew that as a Dreamer, "College was just not in the cards for me." As far as she could see, her future was limited. "I was just going to go to work and support my family," she says. "But then I came to Trinity, and my life changed." She graduated from Trinity in 2014 and is currently a graduate student at the University of North Carolina at Charlotte.

©2014 Trinity Washington University. TheDream.US. All rights reserved. 0118.

## 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

College of Staten Island and The City University of New York

Admissions Academics Campus Life Annual CSI Online Resources Continuing Education News and Events





**Paying for College**

Tuition and Fees  
Payment Options  
Financial Aid  
Bursar  
Resiliency Information and  
Procedures for In-State Tuition  
Scholarships  
Emergency Funding  
The Dream.US

**The Dream.US National Scholarship**

The Dream.US National Scholarship is for highly motivated DREAMers 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. The Scholarship is for first-time college students or community college graduates only.

The College of Staten Island (CSI) is proud to be a Partner College of TheDream.US

**WHO**  
You may be [eligible to apply](#) if you intend to enroll at CSI and are a first-time college student or community college graduate who is an immigrant and has applied for or received DACA (Deferred Action for Childhood Arrivals) or TPS (Temporary Protected Status) or meet the past DACA eligibility criteria.

**WHEN**  
Each year there is a two to three month open period for applications. For the 2019-20 award year, you [may apply](#) from November 1, 2019 - February 20, 2020.

**WHAT**  
Scholarships up to \$29,000 for two or four-year degrees offered to DREAMers through a CUNY partnership with TheDream.US

**HOW**  
You can apply by visiting [TheDream.US National Scholarship website](#).  
For more information and assistance:  
Michele Callahan  
Fellowship and Scholarship Advisor  
Building 1A, Room 1A-2100

<https://www.csi.cuny.edu/admissions/paying-college/dream-us>

## This site has:

- Our logo
- Links that direct to our website
- Important campus contact (Department, name, email, and phone number)
- A note about qualifying for in-state tuition and requirements

# LOGO

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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

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Reversed



Minimum size, without tagline



1.75 in.

Grayscale



Minimum size, with tagline



2.5 in.

# SCHOLARSHIP LOGOS

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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.



OPPORTUNITY  
SCHOLARSHIP

A PROGRAM OF THEDREAM.US



NATIONAL  
SCHOLARSHIP

A PROGRAM OF THEDREAM.US

## SCHOLARSHIP LOGOS CONTINUED

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Reversed



Grayscale



Minimum size



2.5 in.



2.5 in.