



Effectively Market Your Dollars for Scholars Chapter

November 2, 2019



Impacting the future for students.

That is why the new branding puts the student at the center of all we do.



We believe in the power of a scholarship.

We believe they can bridge gaps. Lessen the burden. And keep the American Dream alive.

But even more than scholarships, we believe in students. The ones who will carry our world forward. The next generation of makers and doers.

And because we believe in them, we invest in them. Eagerly and everywhere we can.

With passion, purpose, and incredible excitement for what a scholarship makes possible.



Dollars for Scholars Branding



March 13, 2019

January 1, 2020

Dollars for Scholars Logo and Branding



Stamford Dollars for Scholars.

Home f t y in

Donate Now About Us News & Events Chapter Contact Volunteers Students & Parents

Scholarship America
News & Resources

Blogs

7/18/2019
Engaging Communities Through Scholarships

7/15/2019
Meet the Scholarship America Dream Award Scholars: Donja Wilkinson

Collegiate Partners +
News & Events +
Student Opportunities +
Email & Social Media +

The Scholar
A publication of Scholarship America

Shop at AmazonSmile
and Amazon will make a donation to:
Stamford Dollars for Scholars

Class of 2019
Thirty-Six Scholarships, \$121,500
Community Strong

Welcome to Stamford Dollars For Scholars

Our mission is to mobilize the local community to raise funds and provide scholarships to make post-secondary education possible for deserving students.

We were conceived around a simple idea: *together we can step in and help local students achieve their educational goals.* There's no greater gift we can give our student neighbors-in-need than access to the tools to create a brighter future. Doing so tells them that we take pride in their determination and share their dreams.

[View our 2019 video about our organization and how we help local students.](#)

[REGISTER AND BEGIN YOUR COMMON APPLICATION TODAY!](#)

Stamford Dollars for Scholars.

Stamford Dollars for Scholars.

Click to view our August 2019 newsletter

dex.php?section=chapterWebsite&action=volunteer&fwID=2227

My Affiliate Documents: Logos

The screenshot shows the admin interface for Scholarship America ChapterNet. The user is logged in as Nicole Alexander, a Regional Admin. The page title is 'Scholarship America ChapterNet'. The main content area is titled 'My Affiliate Documents' and contains a table of subcategories. The 'Logos' subcategory is highlighted in blue. To the right of the table, there are 10 placeholder icons for documents, each with an 'X' in the center.

admin.dollarsforscholars.org/index.php?section=affiliateDocs&action=list_subcat

Nicole Alexander
Logout
Currently Logged In As:
Regional Admin
Switch Profile

Scholarship America ChapterNet

This is where you will keep all your local chapter documents online. These will be available to your chapter member and volunteers based on the restrictions you set.

Please Note:

(1) You are unable to add additional sub categories to the list, please file your documents within the subcategories listed.

(2) Only Chapter Super Admins and Administrative Assistants can upload documents.

Showing 10 record(s).

Sub Category Name
Financial Information
Fundraising Activities
Meeting minutes and agendas
Marketing Materials and Publications
Bylaws, Affiliation Agreement, & Policies
Investments and Endowments
Events
Historical documents
Other
Logos

View Documents

View Documents

View Documents

View Documents

View Documents

View Documents

View Documents

View Documents

View Documents

View Documents

Support

dfsmarketinghub.four51ordercloud.com/DFSMH/catalog

☆

Products

Account

Contact Us

Conditions

Dollars for Scholars

Business Collateral

Fundraising

Marketing

Promotional Products

Apparel

Marketing Hub

Dollars for Scholars

Categories

CATEGORIES

Affiliate Resources

Nicole Alexander
Logout
Currently Logged In As:
Regional Admin
Switch Profile

Menu

Home

Users

Reports

Chapter Info

Affiliate Resources

My Affiliate Documents

Marketing Hub

Students

Sent Emails

Chapters

Contacts

Scholarships

Scholarships

Application Eval Groups

Applicants

Review Custom Questions

Review Additional References

Awards Review

Awards Management

Renewable Awards 2016 & Before

Renewable Awards 2017 & After

Support

Scholarship America ChapterNet

Name Added Date Equal

Categories Public Relations & Social Media Resource Type -- Show All --

Showing 21 record(s).

Name	Categories	Resource Type	File	Added Date
Social Media Handbook	Public Relations & Social Media	PDF	Download	09/11/2019
Brand Usage/Standards Guide	Public Relations & Social Media	PDF	Download	06/18/2019
Scholarship America Brand Book	About Scholarship America Public Relations & Social Media	External Resource Link	No File	06/18/2019
How to find your Chapter on the IRS Website	About Scholarship America Public Relations & Social Media	PDF	Download	06/14/2019
Brand Launch Toolkit	Public Relations & Social Media	PDF	Download	06/13/2019
Marketing Hub User Guide	Fundraising Tips & Tools Public Relations & Social Media	PDF	Download	06/13/2019
Affiliate Logo File Type Guide	Fundraising Tips & Tools Public Relations & Social Media	PDF	Download	06/04/2019
Hear from your Peers - Free Tools Webinar	Fundraising Tips & Tools Public Relations & Social Media	Video	No File	03/07/2019
Hear from your Peers - Free Tools Webinar Slides	Fundraising Tips & Tools Public Relations & Social Media	PDF	Download	03/07/2019
Promoting Your Dollars for Scholars Affiliate Webinar	Public Relations & Social Media	Video	No File	10/24/2018
Annual Awards Event Announcement News Release Template	Public Relations & Social Media	Word Document	Download	08/01/2018
Annual Awards News Release Template	Public Relations & Social Media	Word Document	Download	08/01/2018
Dollars for Scholars Brochure Template	Public Relations & Social Media	Word Document	Download	08/01/2018
Fundraiser Results News Release Template	Public Relations & Social Media	Word Document	Download	08/01/2018
General Consent / Release Form Template	Public Relations & Social Media Running a Scholarship Program	Word Document	Download	08/01/2018
Promoting Your Dollars for Scholars Affiliate Webinar Slides	Public Relations & Social Media	PowerPoint	Download	08/01/2018
Sample Elevator Speeches	Fundraising Tips & Tools Public Relations & Social Media	Word Document	Download	08/01/2018
Sponsored Gift News Release Template	Public Relations & Social Media	Word Document	Download	08/01/2018
Tips for Sharing Promotional Videos	Public Relations & Social Media	PDF	Download	08/01/2018

Our Story

An optometrist named Dr. Irving Fradkin believed all students deserve the opportunity to attend college and make a better life for themselves.

In 1958, he had an idea—he asked everyone in his community to contribute so that every student could get a scholarship. The thought was simple, yet profound, and gave hopeful students a better way.

Our mission grew from that idea. And to this day, we're working hard to bring every single student's dream within reach.



What's your story ?



Your Support Team



Marketing Hub

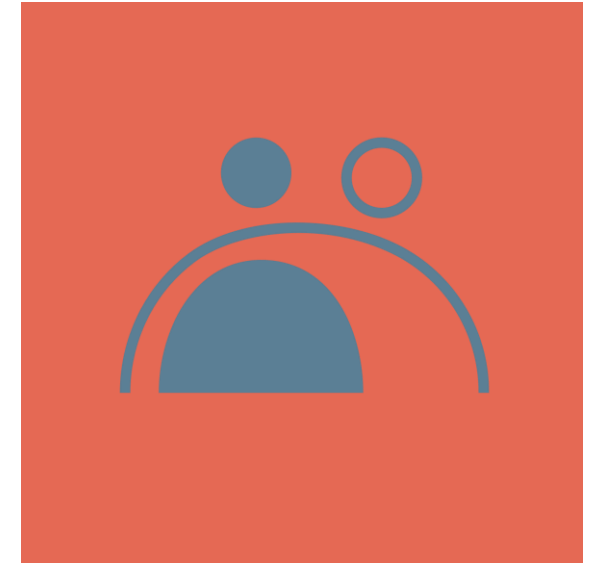
<https://dfsmarketinghub.four51ordercloud.com/DFSMH/catalog>



Technical Support On ChapterNet

dollarsforscholars@scholarshipamerica.org

877-900-8201



Consultation & Support Nicole Alexander

nalexander@scholarshipamerica.org

1-888-472-6309

Scholarship America