



## Partner Outreach Toolkit

***Thank you for your help to promote the Idaho LAUNCH grant for the class of 2024!***

We hope you'll share information about this new grant directly with students, as well as with adults who are helping them transition from high school to post-secondary training and eventually, to a career.

Idaho LAUNCH for high school students is a brand-new grant program and there will naturally be many questions. This toolkit and the downloadable assets are meant to help maintain a shared, consistent message, which will help avoid confusion and frustration for students and families during this process.

You can always get the MOST current information at [NextSteps.Idaho.Gov/LAUNCH](https://NextSteps.Idaho.Gov/LAUNCH). We encourage your organization to direct your audiences to this official website as a primary resource to ensure they are getting the most accurate and up-to-date information.

**Before downloading the promotional tools, please review these best practices for sharing information with your audiences.**

1. Always include the official Idaho LAUNCH website to reduce confusion and make sure audiences get the most accurate and up-to-date information.
2. Use the official Idaho LAUNCH campaign graphics provided here. You are welcome to co-brand outreach materials with the Idaho LAUNCH logo and your organization's logo, but please do not try to reproduce or edit illustrations being used for this campaign.
3. Think about your messages in the context of "Support in Every Direction." Seek to promote the idea that students have the freedom to choose their own path and Idaho LAUNCH can help pay for it.
4. Emphasize the priority deadline of November 30 to make sure students have the best shot at receiving a grant!
5. When in doubt, ask for help. The teams at our state agencies along with our marketing partners are here to offer support. We have the shared goal of getting ACCURATE information into the hands of students, families, and influential adults. If you are confused or would like to have something reviewed, please reach out!

**For questions about Idaho LAUNCH, contact:**

- Idaho Workforce Development Council about application requirements: [idaholaunch@wdc.idaho.gov](mailto:idaholaunch@wdc.idaho.gov)
- Idaho State Board of Education about the Scholarship Idaho application (students will use this to apply for LAUNCH) at [scholarshiphelp@osbe.idaho.gov](mailto:scholarshiphelp@osbe.idaho.gov)
- Office of the Governor for questions outreach efforts for Idaho LAUNCH at [madison.hardy@gov.idaho.gov](mailto:madison.hardy@gov.idaho.gov)

*[nextsteps.idaho.gov/launch](https://nextsteps.idaho.gov/launch)*



## Tools Available for Download & Use

Idaho LAUNCH Brand Assets (in downloadable folder)

- Idaho LAUNCH Logo
- Idaho LAUNCH Campaign “Sign” Graphic
- Color Palette
- Next Steps Idaho Logo
- Idaho LAUNCH website for high school students on the NextSteps.Idaho.gov website (nextsteps.idaho.gov/LAUNCH) + JPG of QR code to use on your materials

## Campaign Messaging & Suggested Copy Documents

- Newsletter copy of varying lengths (can be used for newsletters or as a starting point for email outreach)
- Suggested social media copy for organic posts
- Social media graphics to use with suggested social copy or that can go alongside your organization’s customized copy (graphics provided as squares for posts and portraits for stories on Facebook and Instagram)
  - Save the date: Application opens October 3<sup>rd</sup> (use only before 10/3/2023)
  - Application OPEN
  - Up to \$8000, up to 10K grants available
  - Priority deadline: apply before Nov 30 to be considered for December Contingent Offers

## Outreach Campaign Assets for Printing & Distribution (in downloadable folder)

- Program flier with detailed information about grant requirements and application process
- Promotional flier used to generate initial interest and direct students to the Idaho LAUNCH landing page on the Next Steps Idaho website