

Good Samaritan Scholarship Fund (SGO) – Communication & Outreach Strategy

Diocese of Youngstown – Office of Catholic Schools

Developed by 898 Marketing

Purpose of This Section

The **Good Samaritan Scholarship Fund (SGO)** was established by the Diocese of Youngstown to make Catholic education more accessible while empowering Ohio taxpayers to choose where their tax dollars go. Through this program, donors can receive a **dollar-for-dollar Ohio state income tax credit** (up to \$750 per person or \$1,500 per married couple filing jointly) by contributing to the Good Samaritan Scholarship Fund.

To complement digital and print outreach, the Diocese encourages each participating school to engage families, parishioners, and the broader community through **direct and consistent communication**. The goal is to ensure that every family understands:

- The impact of the program on Catholic education.
 - The personal financial benefit available through the Ohio tax credit.
 - How to take action and make a contribution before the annual tax deadline.
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Weekly Bulletin Blurbs/Pulpit Announcements for Parishes

December 7, 2025 through January 11, 2026

Week of December 7, 2025

You can help families access a Catholic education by supporting the Good Samaritan Scholarship Fund. This program allows you to redirect your Ohio tax dollars to provide scholarships for students in the Diocese of Youngstown. Every donation qualifies for a dollar-for-dollar state income tax credit. To learn more or to give, visit doy.org/sgo.

Week of December 14, 2025

Your generosity can open the door to a faith-filled education for students throughout the Diocese of Youngstown. When you contribute to the Good Samaritan Scholarship Fund, your gift provides scholarships for families who need assistance. You also receive a state income tax credit for your donation. Visit doy.org/sgo for full details.

Week of December 21, 2025

As we celebrate the season of giving, please consider supporting the Good Samaritan Scholarship Fund. Your donation helps families afford Catholic education and strengthens our schools across the Diocese. You can also benefit from a dollar-for-dollar Ohio income tax credit for your contribution. Learn more at doy.org/sgo.

Week of December 28, 2025

The Good Samaritan Scholarship Fund provides scholarships for students who seek the blessings of a Catholic education. This program allows parishioners to keep their Ohio tax dollars local and support families in our community. Donations made by April 15 may count toward the previous year's taxes. To contribute, visit doy.org/sgo.

Week of January 4, 2026

Start the new year with an opportunity to support Catholic education in the Diocese of Youngstown. Your donation to the Good Samaritan Scholarship Fund helps students grow in faith and knowledge while giving you a valuable state tax credit. Every act of generosity makes a meaningful difference. More information is available at doy.org/sgo.

Week of January 11, 2026

There is still time to make your Ohio tax dollars work for Catholic education. By contributing to the Good Samaritan Scholarship Fund, you provide scholarships for local families and may be eligible to receive a dollar-for-dollar state income tax credit. Thank you for supporting the mission of Catholic education in our Diocese. Learn more at doy.org/sgo.

Implementation Notes

- Schools and parishes are encouraged to coordinate schedules so messaging feels unified across the Diocese.
 - Consistency is key: short, repeated mentions create stronger awareness than single, large pushes.
 - All outreach should reference the official website: <https://doy.org/sgo> for the most current information and resources.
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Support and Questions

For questions about implementing outreach or accessing scripts, templates, or creative materials, please contact:

Office of Catholic Schools

 330-744-8451 ext. 284

 ocs_secretary@youngstowndiocese.org