MATRICULATE

Outreach Toolkit

Use the materials below to share information about Matriculate with prospective students, counselors, and community members! This is our pre-launch toolkit, to be used before our Class of 2027 application launches on February 2, 2026.

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Matriculate 101

What We Do

It takes a village - we're here to help! Matriculate is a national nonprofit that provides **free** virtual college advising to students across the country. We will accept and pair 3,000 eligible Class of 2027 juniors with a trained near-peer college mentor. Together, they work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more.

- For Class of 2023, 97% of our students persisted into their second year of college.
- For the Class of 2024, a total of $41 million dollars were awarded to our students through financial aid and scholarships.
- For Class of 2025, our students enrolled in 377 different colleges and universities across the country.
- The average out-of-pocket cost for our students was $5660 for their freshman year.

Check out our feature on Forbes, USA Today, and learn more about our impact.

Our Class of 2027 application opens February 2nd, 2026! Interested students should complete a short Interest Form here: bit.ly/MATNewsletter to get early access to the application.

If you are an educator, counselor, or community organization professional, join our community: bit.ly/MATPartnerMail! **You'll get notified when the application opens** and a monthly newsletter with resources.

Program Eligibility and Application

Students are eligible to apply if they meet all of the following:

- Are on track to graduate high school in the **Class of 2027**
- Have an annual family income of **less than $90,000**
- Attend **high school in the US** (no citizenship requirement)
- Have at least a **3.5 unweighted GPA** on a 4.0 Scale (or the equivalent)
- Take a **rigorous course load,** and/or have a standardized test score in at least the 90th percentile

The Matriculate application opens February 2, 2026 and takes 15 minutes to complete. Students share basic personal and academic information and a short bio. No essays, letters of recommendation, or tax documents needed.

Who are the Matriculate Advisors?

We call our mentors **Advising Fellows** - they are current college students from excellent schools across the country, including Yale University, University of Wisconsin-Madison, and Stanford University. Visit matriculate.org/partnerships to see the full list.

Advising Fellows must apply, interview, and complete 15+ hours of training before they are paired with a mentee. Throughout their term, mentors complete over 40 hours of training and are closely supervised by full-time staff members.

Our program is completely virtual - Matriculate students meet with their Advising Fellow a few times a month via video call, phone, text, and email to work one-on-one on college tasks, including:

- College Essays
- College Applications
- Financial Aid (including FAFSA & CSS Profile)

- Scholarships
- College Interviews
- Preparing for College Life
- …and more!

Because our Advising Fellows only work with up to 3 students and are current college students, many of whom were Matriculate students themselves, they offer a unique complement to the counseling students receive from their schools.

If you have any questions or feedback, please reach out to Karen Du (Student Recruitment Manager) at kdu@matriculate.org.

For Students

Use this section to reach out to students.

Flyer & Poster

Pass these along to students and print them out to hang at school.

1. About Matriculate – a colorful one-pager outlining our program and impact
2. Class of 2027 Flyer (size 8.5 x 11)
3. Class of 2027 Poster (size 11 x 17)

Email Template

This blurb can be included with a graphic in a newsletter/email or added to your website.

Want free 1:1 college application help? Matriculate is a national nonprofit that provides **free** virtual college advising to students across the country. They will pair 3,000 eligible Class of 2027 high schoolers with a trained near-peer college mentor. Together, they work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more.

Students are eligible if they meet all of the following criteria:

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- Take a **rigorous course load** and/or a standardized test score in at least the 90th percentile

If accepted, students will be paired with a trained near-peer college advisor who will guide them through every step of the college application process. Matriculate's application opens February 2, 2026.

📣 Call to Action

1. Complete the **Student Interest Form** - it takes 5 minutes and you get **early access to the application in January**!
2. **Refer** other high school students who are interested! We will reach out to them with next steps.
4. **Share** this opportunity with your counselor, teachers, and peers.
5. **Follow us** on social media: Instagram, TikTok, Facebook, LinkedIn **@Matriculateorg**

If you have any questions or want more information, please contact Matriculate at students@matriculate.org!

Logo & Graphic Options

- Matriculate Logo (Rectangle) - Matriculate Logo (Square) - Matriculate Student Testimonial

Presentation Slide

The slide is a brief outline of the program with a QR code link to our Student Interest Form. You can present this to students!

- Single Slide

Social Media

Share this as an Instagram post, on your Instagram story, other online bulletin boards and digital channels!

- Single Post

For Educators, Counselors, & Community Organizations

Use this section to reach out to these professionals.

Letter to Counselors

Letter - explains our program and application process in-depth with calls to action

Flyer & Poster

Share these pieces with your colleagues to hang in their offices and spread the word!

1. About Matriculate – a colorful one-pager outlining our program and impact
2. Class of 2027 Flyer (size 8.5 x 11)
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Email Template

This blurb can be included with a graphic in a newsletter/email or added to your website.

Have students who could use free 1:1 college application help? Matriculate is a national nonprofit that provides **free** virtual college advising to students across the country. They will accept and pair 3,000 eligible Class of 2027 high schoolers with a trained near-peer college mentor. Together, they work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more.

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📣 Call to Action

1. **Student Interest Form: bit.ly/MATNewsletter**. Share this 5-minute form with your child to get early access to the app!
2. **Refer your students: bit.ly/MATRefer**. We will reach out to them when the application opens.
3. **Schedule a chat** with Karen Du, High School Fellow Recruitment Manager (kdu@matriculate.org) about how to best support your students: **bit.ly/KDuMeeting**
4. **Join their mailing list** to get notified when the application opens and monthly resources: **bit.ly/MATPartnerMail**
5. **Share** this opportunity with colleagues, admin, families, and community members: **bit.ly/MAT26Toolkit**

Logo & Graphic Options

- Matriculate Logo (Rectangle) - Matriculate Logo (Square) - Matriculate Student Testimonial

Presentation Slide

The slide is a brief outline of the program with a QR code link to our Student Interest Form. Present this to counselors!

- Single Slide

For Families/Guardians

Use this section to reach out to parents/guardians.

Flyer & Poster

Share these with other families and friends to let them know about free college advising!

4. About Matriculate – a colorful one-pager outlining our program and impact
5. Class of 2027 Flyer (size 8.5 x 11)
6. Class of 2027 Poster (size 11 x 17)

Email Template

This blurb can be included with a graphic in an email to families.

Have a child who could use free 1:1 college application help? Matriculate is a national nonprofit that provides **free** virtual college advising to students across the country. They will accept and pair 3,000 eligible Class of 2027 high schoolers with a trained near-peer college mentor. Together, they work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more.

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📣 Call to Action

1. **Student Interest Form: bit.ly/MATNewsletter**. Share this 5-minute form with your child so they get early access to the application in January!
2. **Share** with other families, students, counselors, and school staff**:** bit.ly/MAT26Toolkit
3. **Follow us** and reshare our social media posts: Instagram, Facebook, LinkedIn @Matriculateorg
4. **Join our mailing list** to get monthly updates, free webinars, and resources: bit.ly/MATPartnerMail

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