



# 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](https://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!](https://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](https://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](mailto: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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- Have at least a **3.5 unweighted GPA** on a 4.0 Scale (or the equivalent)
- 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](mailto: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)
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.*

**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](https://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](https://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](mailto:kdu@matriculate.org)) about how to best support your students: [bit.ly/KDuMeeting](https://bit.ly/KDuMeeting)
4. **Join their mailing list** to get notified when the application opens and monthly resources: [bit.ly/MATPartnerMail](https://bit.ly/MATPartnerMail)
5. **Share** this opportunity with colleagues, admin, families, and community members: [bit.ly/MAT26Toolkit](https://bit.ly/MAT26Toolkit)

## Logo & Graphic Options

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## 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](https://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](https://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](https://bit.ly/MATPartnerMail)

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