



Outreach Toolkit

Use the materials below to share information about Matriculate with students, counselors, and community members. **Our application for Class of 2027 high school juniors is open!** Students [APPLY HERE](#).

It closes on May 31, or until we fill our 3,000 seats on a first-come-first-serve basis.

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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 are accepting and pairing 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 application for Class of 2027 high schooler juniors is open! Students [APPLY HERE](#). It closes on May 31, or until we fill our class on a first-come-first-serve basis.

- Younger students can fill out our Interest Form here: bit.ly/MATNewsletter to get notified early when their application opens.
- If you are an educator, counselor, or community organization, join our community: bit.ly/MATPartnerMail for monthly 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
Pre-ACT: 25+ | ACT: 28+ | PSAT: 1270+ | SAT: 1350+

The [Matriculate Application](#) only takes 15 minutes - students share basic personal and academic information, their goals for college, and a short bio. No essays, letters of recommendation, or tax documents are needed.



Application link: bit.ly/MAT27Apply

MATRICULATE

Application QR code: scan to apply!

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 pair 3,000 eligible Class of 2027 juniors with a trained, near-peer, college mentor. Work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more. **The application for Class of 2027 high school juniors is open!** Students [APPLY HERE](#). It closes on May 31, or until we fill our class on a first-come-first-serve basis.

Students are eligible if they meet all of the following:

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- Take a **rigorous course load** and/or a standardized test score in at least the 90th percentile
Pre-ACT: 25+ | ACT: 28+ | PSAT: 1270+ | SAT: 1350+

If accepted, students will be paired with a trained [college advisor](#) who will guide them through every step of the process.

Call to Action

1. [Apply](#) - Matriculate is accepting Class of 2027 students!
2. [Refer](#) other high school students! We will reach out to them with next steps.
3. [Share](#) this opportunity with your counselor, teachers, and peers.
4. **Follow us** on social media: Instagram, TikTok, Facebook, LinkedIn [@Matriculateorg](#)

If you 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 application. 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. All links and materials included.

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 pair 3,000 eligible Class of 2027 juniors with a trained, near-peer, college mentor. Work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more. **The application for Class of 2027 high school juniors is open!** Students [APPLY HERE](#). It closes on May 31, or until we fill our class on a first-come-first-serve basis.

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If accepted, students will be paired with a trained [college advisor](#) who will guide them through every step of the process.

Call to Action

1. [Refer students](#) and Matriculate will contact them with the next steps.
2. [Share](#) the 15-minute application.
3. [Request](#) a short virtual info-session for your students.
4. [Schedule a chat](#) with Karen Du, High School Fellow Recruitment Manager (kdu@matriculate.org) on how to best support your students.
5. [Join their mailing list](#) to get notified when the application opens and monthly resources.
6. [Share about Matriculate](#) with colleagues, admin, families, and community members.
7. Follow them on social media: Instagram, Facebook, LinkedIn [@matriculateorg](#)

Logo & Graphic Options

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The slide is a brief outline of the program with a QR code link to our application. 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!

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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 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 pair 3,000 eligible Class of 2027 juniors with a trained, near-peer, college mentor. Work 1:1 through all steps of the college process, including college essays, college list building, FAFSA, scholarships, and more. **The application for Class of 2027 high school juniors is open!** Students [APPLY HERE](#). It closes on May 31, or until we fill our class on a first-come-first-serve basis.

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If accepted, students will be paired with a trained [college advisor](#) who will guide them through every step of the process.

Call to Action

1. [Share](#) the 15-minute application to students.
2. [Share about Matriculate](#) with other families, students, counselors, and school staff.
3. Follow us and reshare our social media posts: Instagram, Facebook, LinkedIn @Matriculateorg
4. Have a student younger than Class of 2027? Have them sign up for the [student mailing list](#). They'll get notified early when their application opens.

Logo & Graphic Options

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