

ScholarMatch



Destined for College Volunteer Referral Toolkit

We are recruiting new volunteers for the upcoming program year and need your help! We will be supporting 1,500 students for the upcoming program year and need to meet our goal of recruiting 875 coaches!

How can you help?

One of the most effective ways for us to find more amazing volunteers like you(!) is by word of mouth. As a ScholarMatch coach, you already know what it takes to be a part of this highly impactful program that is transforming the lives of first-generation students. Who better than you to help us in recruiting potential volunteers to help even more students?

To that end, we have prepared this toolkit to support you in this process. It contains a variety of resources (i.e. links, graphics, social media, and email samples) that you can use to refer your peers to volunteer with ScholarMatch. [Jump to Peer Referral Materials](#). Please know how much we value your service and appreciate your support during our volunteer recruitment season!

Background

What is ScholarMatch?

[ScholarMatch](#) is an education nonprofit committed to making college possible for underserved youth. Our mission is to support first-generation students from low-income backgrounds to earn a bachelor's degree within five years. ScholarMatch's ultimate goal is to nurture a community of young people who can successfully navigate the higher education landscape, confronting its challenges, breaking barriers, and redefining success on their paths to graduation and beyond.

We provide virtual individualized advising, targeted financial support, and career mentoring all the way through graduation.

What is the Destined for College Program?

[Destined for College](#) (DC) is a virtual college access program run by ScholarMatch that guides first-generation high school students from low-income backgrounds as they go through the college application process.

Our DC program provides students with a volunteer college coach who supports them throughout their senior year of high school. It is designed to complement existing college access



support for students by filling in with personalized one-on-one coaching tailored to meet the students' additional needs. Program engagement is tracked and measured through student completion of our College-Ready Milestones—11 key steps that guide students as they apply to college. In fact, this approach is both a college access support program for first-generation students and a recruiting pipeline for college scholarships through ScholarMatch and other partners.

Peer Referral Materials

- [Sample 1: Email from current college coach to peers](#)
- [Sample 2: Email from current college coach to peers](#)
- [Important Links and Social Media Handles](#)
- [Instagram, LinkedIn, and Facebook sample posts](#)
- [Newsletter blurb for your company's staff newsletter](#)
- [Sample Graphics](#)

Sample 1: Email from a current college coach to peers

Subject Headline: Volunteer as a college coach with ScholarMatch! OR
Join me in volunteering to support students this spring!

Hi {first name},

As you may already know, I volunteer with the Destined for College (DC) program run by [ScholarMatch](#), a nonprofit organization that helps make college possible for first-generation students from low-income backgrounds. As a volunteer college coach, I have the incredible opportunity of working virtually with high school students to tackle all things related to college—from writing college essays to building college lists, applying for scholarships and financial aid, and much more!

ScholarMatch will be supporting over 1,500 first-generation students this year from all over the country, and they are looking for new volunteers who are interested in guiding students through the college application process. I thought of you since [\[Insert personal reason for reaching out\]](#)

There is currently a high need to engage volunteers who reflect the diverse students that ScholarMatch serves, who are 95% students of color and 92% first-generation college students. No prior college access experience is required since ScholarMatch volunteers receive robust onboarding and training as we go through this incredibly rewarding experience. [\[Insert personal experience volunteering\]](#)

If you are interested in volunteering to support students through the college application process, please fill out the application available [here](#), and



ScholarMatch will get back to you. In the meantime, you can learn more on [ScholarMatch's website](#) or register for their next info session:

- [August 15, 2024, 2 - 3pm PST](#)

I really hope you can join me as a college coach and support first-generation students through this very pivotal time in their lives.

Feel free to reach out if you have any questions!

[INSERT SIGNATURE]

Sample 2: Email from a college coach to their peers

[Subject]: Join me as a volunteer to support first-gen students!

Hi {first name},

Would you like to volunteer with me?

[ScholarMatch](#), a nonprofit organization where I volunteer as a college coach, is now recruiting volunteers to mentor first-generation college students as they apply to college.

I thought you would make a fantastic mentor because [insert why they would make a fantastic coach] A young adult going through such a pivotal moment in their life could use encouragement and guidance from someone like you.

I've been volunteering for ScholarMatch for [X] years. I keep coming back because I know I've made a difference through this program, [add example if you would like], and I think you can, too. It's a very flexible volunteer position. It takes me about 4-6 hours a month to support students remotely.

The college application process can be challenging, particularly for students who will be the first in their family to go to college. College coaches help students with college application-related items, such as college essays, college lists, applying for scholarships and financial aid, and more.

You also don't need any prior experience in college advising since ScholarMatch provides the tools, resources, and training to support volunteers as they guide students through this process.



If you'd like to join me in becoming a college coach, please fill out [their application](#), and ScholarMatch will get back to you. You can also register for one of their volunteer info sessions to learn more about the program. They will host their next session on:

- [August 15, 2024, 2 - 3pm PST](#)

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Feel free to reach out if you have any questions!

[INSERT SIGNATURE]

GRAPHICS / FLYERS

All of the below graphics can be downloaded from [this folder](#)

Please share on your social media channels



**COACH A STUDENT
CHANGE A LIFE**

APPLY BY AUG 31
scholarmatch.org/get-involved

ScholarMatch 

JOIN SCHOLARMATCH AS A COLLEGE COACH

- Get trained to support first-gen students with college applications
- Volunteer virtually for 4-6 hours a month
- Help 1-3 students be the first in their family to attend college!



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Graphic to promote the volunteer info sessions and open applications

SOCIAL MEDIA

Important Links & Social Media Handles

- About ScholarMatch Destined for College Program scholarmatch.org/students/sf/
- [ScholarMatch Instagram](#): @scholarmatch_hq
- [ScholarMatch Facebook](#): ScholarMatch
- [ScholarMatch LinkedIn](#): ScholarMatch
- [ScholarMatch Twitter](#): @ScholarMatch
- [Volunteer Application](#)
- [DC Volunteer Recruitment Google Drive folder](#)

Instagram/LinkedIn/Facebook Posts

Sample 1:

Ready to make a difference in a student's life? Join me as a volunteer college coach at ScholarMatch. ScholarMatch college coaches guide first-generation students through the entire



college application process, working on all things college-application-related, ranging from financial aid to essay writing to college list-building.

The guidance of a mentor can make all the difference! No prior college advising experience is required since ScholarMatch provides coaches with the necessary training and tools for a successful mentorship experience. It's also remote, with coaches dedicating approximately 4-6 hours a month to supporting students. Join one of their upcoming info sessions and apply by August 31st at scholarmatch.org/get-involved/college-coach.

Sample 2:

Help first-generation students reach their college dreams! Join me as a volunteer college coach at ScholarMatch, making a lasting impact on students' higher education journeys, starting with the college application process. From financial aid to essay writing, the guidance of a mentor can make all the difference.

No prior college advising experience is required since ScholarMatch provides coaches with the necessary training and tools for a successful mentorship experience. Coaches volunteer 4-6 hours a month from the comfort of their homes and offices. Join one of their upcoming info sessions and apply by August 31st at scholarmatch.org/get-involved/college-coach.

Sample 3:

Are you passionate about education and eager to give back to your community? Join me and an amazing community of volunteer college coaches at ScholarMatch to help first-generation students navigate the complexities of the college application process. Whether by helping students tell their stories through personal statements or demystifying financial aid, the guidance of a mentor can make all the difference in a student's future.

No prior college advising experience is required since ScholarMatch provides all the training needed. I volunteer 4-6 hours a month, and it's remote, so I do this from the comfort of my own home, and you can, too. Interested? Join one of their upcoming info sessions and apply by August 31st at scholarmatch.org/get-involved/college-coach.

Example of a personal story or testimonial for Facebook or LinkedIn

When I was in high school, my counselor had about 300 students.

As you can imagine, she could only see me for a limited time.

Luckily, I was a part of an early outreach program where I was provided a mentor.



He met with me once a month for about an hour or two.

When it was time to apply for college, I was hesitant and didn't really care to do it.

But xx, my mentor, took a look at my transcript.

He knew my interests and what I wanted to study since we had been meeting for a while.

He helped me gather information and pushed/encouraged me to apply for college.

Two decades later, I am still grateful to xx because if it wasn't for them I don't think I would have considered attending a 4-year college.

Mentors can change a student's trajectory. It changed mine.

Consider positively impacting the life of a first-gen student by becoming a ScholarMatch college coach.

You only have to dedicate 4-6 hours a month, depending on how many students you mentor.

It's remote, so you can do this from anywhere in the U.S.

No experience is necessary.

ScholarMatch will provide the necessary training and tools to make this experience successful for you and the student(s) you coach.

[Apply by August 31st at scholarmatch.org.](https://scholarmatch.org)

Make your own Instagram Story - sample script

Hi everyone!

For the last year, I have been volunteering as a college coach at ScholarMatch, an education nonprofit that helps first-generation students get to and through college.

They paired me up with xx. We both live in the Southwest, love pizza, enjoy a good horror movie, and are big history buffs.

Getting to know xx has been an amazing experience.



Last year, xx was in high school, and we met over the summer to discuss their college and career goals.

I had no experience helping students in the college and career arena.

But ScholarMatch trained me so that I could help xx make a plan of action.

That fall, we met every week to talk about their college and scholarship applications.

We continued to meet throughout the year for about an hour a week if even that.

My student xx got \$60,000 in scholarships and financial aid to support them financially in college. Xx was accepted to Loyola Marymount University, their first choice.

It was such an honor to help xx on their journey.

We still keep in touch, and xx is doing well in college.

I'm saying all this because I am about to embark on my second year as a college coach with ScholarMatch.

They asked if I could reach out because they are seeking more volunteers for this academic year.

ScholarMatch supports students nationwide through its virtual college access and persistence programs, so you can help a student from the comfort of your home.

As I mentioned, college coaches dedicate an average of an hour a week to supporting students.

If you'd like to join me as a college coach and make a difference in a young person's life, you can apply by August 31st to be considered.

Learn more at scholarmatch.org/get-involved/college-coach and [apply by August 31st, 2024](#).

[This is a personal video testimonial. You would insert your own personal story and record it on your personal Instagram and Facebook story.]



Sample 3: Research

According to a recent study conducted by Glass L.E. (2023), “mentoring has been proven to be a successful intervention to helping [first-generation students] navigate the post-secondary process.”

Mentoring is critical to helping our first-generation students understand how to apply for college, financial aid, scholarships, and anything college-related. As individuals, we can impact a student’s life.

[SAMPLE TESTIMONIAL] I joined ScholarMatch as a college coach last year. They paired me up with a high school student, xx, who was enthusiastic about attending a university but thought applying to a 4-year institution was too difficult and too expensive.

Through the training provided by ScholarMatch, I helped xx apply to a couple of 4-year institutions, find the right scholarships, and more. I even helped them develop talking points about how they would be breaking the news to their parents about leaving home. [END OF SAMPLE TESTIMONIAL]

I’ve enjoyed being a ScholarMatch college coach so much, and I wanted to share that ScholarMatch is now recruiting more volunteers to mentor students between July 2024 and June 2025.

The time commitment is usually around 4-6 hours a month (~1 hour a week). It’s also remote, so you can do everything from the comfort of your home. And ScholarMatch provides the training and tools you need to support students, so no prior college advising experience is required!

If you want to be a volunteer college coach like me, [apply on their website by](#) August 31st!

Newsletter blurb for your company’s staff newsletter

Description: Does the company you work at have an employee newsletter? Help us spread the word to your peers and colleagues about ScholarMatch volunteer opportunities.

Make a difference in the lives of first-generation students! Become a ScholarMatch college coach and help students apply to college.

As a college coach, you will help students work on college essays, build college lists, apply for financial aid and scholarships, and more.

It only takes 4-6 hours a month. It’s remote, too, and no prior college advising experience is required, so anyone across the country can sign up to volunteer. ScholarMatch will provide the



necessary training and tools to make this experience successful for you and the students you coach. Apply by August 31st at scholarmatch.org.

[Add a coach or student testimonial graphic]