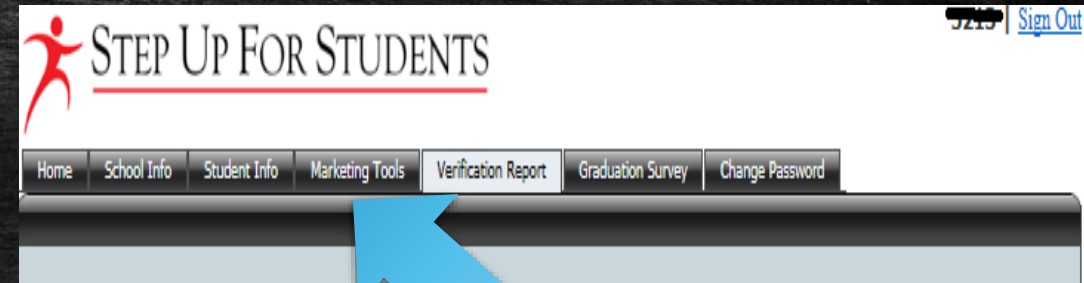


Marketing Tools

- Clicking on this tab will automatically redirect you to the 'Marketing Tools' page of our site.
- You can access this page directly at:
<https://www.stepupforstudents.org/income-based-scholarship/for-schools/school-marketing-tools>
- On this page you will:
 - Be able to download fliers and/or request printed copies
 - Request your 1 free outdoor banner and purchase additional if you would like
 - View our TV PSAs
 - Request to purchase a indoor retractable banner
 - See marketing tips
 - Download a web banner about the scholarship for your website



For Your School Website



- Adding information about Step Up For Students to your website allows families to learn of financial assistance that is available. A **web banner** alleviates the need to update information from one year to the next.
- These web banners can be found in the school marketing tools page on our site— they vary in size and design. The page also has instructions on how to add the web banner to your website and link it back to the Step Up site.
 - We also recommend adding the following statement along with the web banner:
 - We accept Step Up For Students Scholarship recipients.
 - Or
 - (school name) accepts Step Up For Students Scholarship recipients.