

SMALL STEPS, BIG OUTCOMES

COLLEGE IS WITHIN REACH!

APPLY NOW!



CFNC – Spring Campaign 2022 – Partner Toolkit

Giveaway:

Small Steps, Big Outcomes Giveaway Overview:

CFNC is giving 3 people \$750 towards books for their first semester of college. People can enter to win by posting a picture on [Facebook](#) or a video on [Instagram](#) and [TikTok](#) of the student's reaction to learning they have been accepted to college. They will then have to follow and tag CFNC on the platform(s) that they submit on, like the CFNC contest announcement post on the platform(s), and use the hashtag #IGotAcceptedCFNC.

The Giveaway's Official Rules: <https://cfnc.org/cfnc-spring-campaign/>

The Giveaway's Graphic: <https://919marketing.box.com/s/4gvo8gmx4p4jcef5zfla38ei1wn35en2>

The Giveaway's Hashtag: #IGotAcceptedCFNC

General Guidelines:

- Tag CFNC social media profiles in all posts.
 - Instagram – [@mycfnc](#)
 - Facebook – [@mycfnc](#)
 - Twitter – [@CFNC](#)
 - LinkedIn -- [@College Foundation of North Carolina \(CFNC\)](#)
- Suggested Hashtags:
 - #IGotAcceptedCFNC #CFNC, #myCFNC, #College, #SaveForCollege, #PlanForCollege, #PayForCollege, #ApplyForCollege, #NorthCarolina #HigherEd, #C2C, #FAFSA, #RDS, #FinancialAid
- Brand References:
 - Always capitalize references to CFNC.org and CFNC
 - Motto: "We're with you every step of the way."

Additional Content:

- Website links to include in posts:
 - [CFNC.org Spring Campaign - Small Steps, Big Outcomes](#)
 - [CFNC.org Resources for Education Professionals](#)
 - [CFNC.org en Español](#)
 - [FAFSA Homepage](#)
 - [FAFSA FAQ](#)
- YouTube videos:
 - [CFNC Spring Campaign YouTube Playlist](#)
 - Promotional:
 - [CFNC: One Million](#)
 - [CFNC: Unveiled](#)
 - Informational:
 - [CFNC: Applications on CFNC.org](#)
 - [CFNC: Transcripts on CFNC.org](#)

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- [CFNC: How to Create Your Account on CFNC.org](#)
- [CFNC: How to Use Career Tools on CFNC.org](#)
- [CFNC: How to Use College Search on CFNC.org](#)
- [CFNC: How To Use Scholarship Search on CFNC.](#)
- [CFNC: How To Complete Residency Determination Service \(RDS\) on CFNC.org](#)

Social Media Posts:

Social Media Set 1:

- High school graduation is just around corner and that means students are making their college decisions! To ease the transition to college, CFNC wants to pay for your first semester of books! Share your reaction to getting accepted to college for a chance to win \$750! Visit CFNC.org for the full list of the giveaway's rules: <https://cfnc.org/cfnc-spring-campaign/>

Social Media Set 1:

- There are THREE key components in the college enrollment process: Residency Determination, FAFSA completion, and college application submissions. We at CFNC are here to help you with every step of the process. Visit our website to learn more about the free services and resources we offer to all North Carolinians.

Social Media Set 2:

- In recent years, many students put their college plans on hold. CFNC offers FREE resources to help high school seniors prepare for what's next. From completing applications, filling out the FAFSA and even residency forms – we're here to help every step of the way.

Social Media Set 3:

- If you're still working on your college plans for the fall – don't worry! CFNC offers FREE resources to help you complete college applications, FAFSA, and Residency Determination. Learn more:

Social Media Set 4:

- Are your college plans still up in the air? If so, CFNC has FREE online tools to help you complete the three steps to college enrollment: applications, FAFSA, and Residency. Learn more:

Social Media Set 5:

- The college admissions process can be overwhelming! Essays, admissions forms, completing the FAFSA – it can a lot to handle. Luckily, CFNC offers FREE online resources to help North Carolina students keep everything together and prepare for the road ahead. Learn more: