



## *Coast Capital Savings Youth Get It™ Education Awards Toolkit*

### **Background**

It's time once again for the Coast Capital Savings Youth Get It Education Awards. Our annual Youth Get It Education Awards help youth who have faced adversity and personal challenges, but are committed to pursuing their post-secondary education. Coast Capital Savings has proudly invested nearly \$2.2 million in more than 800 students since 2004.

In 2019, we will be once again be providing 60 awards, totaling \$211,500, to grade 12 students from across Metro Vancouver, Fraser Valley, mid and southern Vancouver Island and Central Okanagan.

We're leaving it up to each school district to determine the selection process that works best, as well as ultimately selecting the recipient(s) for the awards allocated to your school district. Please connect with your district to learn more.

### **How you can help**

In addition to putting up the posters we mailed you via Canada Post, we're providing you with assets to promote these awards on your social media channels to spread the word of this program and drive applications from your students

- Share word of the awards on social media. You can use our sample tweets and add in specific instructions for how students can apply at your school
- Follow us on social media and share our posts with your own commentary
- Tag us in your original posts and tweets using our social handles

### **Sample Posts**

Our friends at Coast Capital are once again offering Youth Get It Education Awards to help young people who have faced adversity and personal challenges pursue their post-secondary education. Apply by [how to apply] by [your school districts deadline].

Applications for a Coast Capital Education Award are open until [your school districts deadline]. Apply by [how to apply].

Hey grade 12 students! Read more about the Coast Capital Education Awards and apply before [your school district's deadline] by [where to apply].

\*\*Include a link to our webpage with details about the awards. When you use the link, a graphic and link will automatically populate through social media.\*\*

Link: <https://www.coastcapitalsavings.com/about-us/our-community/programs-for-youth/youth-education-awards>

### **Our Social Media Accounts**

**Instagram:** @coast\_capital

**Twitter:** @coast\_capital

**Facebook:** @coastcapitalsavings