**Thank you for your assistance in marketing the 2019 EACE Diversity & Inclusion Scholarship!**

Included in this toolkit you will find:

• A marketing timeline

• Email templates for faculty, staff and graduate students

• A campus announcement template

• Social media templates

Please also utilize the marketing materials listed below which can be found on the EACE website at: [**http://www.eace.org/scholarships**](http://www.eace.org/scholarships)

• EACE D&I Scholarship 2019 Flyer

• EACE D&I Scholarship Logo

If you have any questions about the EACE Diversity & Inclusion Scholarship or the marketing toolkit please contact [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

Thank you again for your help!

2018-2019 EACE Grants and Scholarships Committee Co-Chairs,

Jennifer Rossi and Laurent Troland.

**Suggested Timeline**

**Key Dates**

* Scholarship Application Opens: Monday, August 27th at <https://www.eace.org/scholarships>
* Scholarship Application Closes: Monday, December 31, 2018
* The EACE Conference Takes Place: June 24-26, 2019 – Hartford, CT

**Marketing Plan**

**Week of August 27th, October 15th and November 26th**

* Send out mass communication with the deadline for the scholarship application to all graduate students in relevant majors, career professionals in your office or employers in your database.
* Please remember to attach flyer and/or infographic images when possible
  + Email (see template)
  + Campus Announcements (see template)
  + Social Media (see templates)

**Week of December 10th**

* Send out targeted email communications for the scholarship. Use marketing email and social media templates, and tailor for specific groups.
* Please remember to attach flyer and/or infographic images when possible
  + Examples of Special Groups for Targeted Emails
    - Graduate students studying Human Resources or Career Counseling
      * Professional Clubs and Organizations – human resources or career
      * Student Affinity Groups
      * Work-study or graduate assistants in your office
      * Consider graduate students you know well and email individually
    - Employers
    - Staff and Career professionals in your office
    - Faculty and Academic Departments, Student Affairs Staff or other Campus Departments – Encourage to share with their colleagues

**Week of December 17th**

* Send out final emails and social media announcements about registration closing on Monday, December 31st, 2018

*Please note that this is a suggested timeline for marketing the EACE Diversity & Inclusion Scholarship to graduate students, professionals and employers. We understand that you have many responsibilities to juggle and appreciate anything you can do to help market this great scholarship.*

**Marketing Email Templates**

**Email to graduate students**

**Subject Line:** Diversity Scholarships for 2019 EACE Conference

**Hello (insert audience/group/etc.)**

Eastern Association of Colleges and Employers (EACE) offers two Diversity and Inclusion Scholarships each year in memory of Rick McLellan and Ernie Andrews. These are open to **both** professionals working in the career services field and/or graduate students working or intending to work in the field of career services or human resources.

### Candidacy Requirements

* Candidates must be individuals from groups underrepresented in EACE. Individuals from the following groups are strongly encouraged to apply:
* African-American
* Latino/a
* Asian/Pacific Islander
* American Indian
* Veterans
* People with disabilities
* Members of the LGBTQ
* Others who feel they may be underrepresented are encouraged to apply with explanation
* Candidates should have never attended an EACE Annual Conference in the past.
* Candidates should be either a professional or graduate student working in the field of human resources or career services or another related field that is connected to EACE.
* The recipient is required to actively participate in the Diversity and Inclusion Committee the year following the conference.
* The recipient is required to submit a blog about their conference experience to the PR Committee within 2 weeks following the Annual Conference.

### Benefits

The EACE Diversity and Inclusion Scholarship allots $1,500 per candidate. These monies can be used toward the expenses outlined below:

* Complimentary membership to EACE for the 2019-2020 year
* Complimentary registration to the 2019 EACE Annual Conference
* Lodging for the 2019 EACE Annual Conference
* Travel expenses round-trip for the 2019 EACE Annual Conference

In addition, each recipient will be enrolled in the **EACE Mentorship Program** where he/she will be matched with a veteran EACE member who will serve as a professional mentor throughout the recipient's first year of membership. This mentor will serve as an introduction to EACE, help the recipient navigate the annual conference, and support the recipient's professional development and continued involvement with EACE.

### Mark Your Calendars! Image result for connecticut convention center Image result for connecticut convention center

[EACE 2019 Annual Conference](https://www.eace.org/2019annualconference)

**June 24-26, 2019  
The Connecticut Convention Center  
Hartford, CT**

### How to Apply

Please complete the online application at <https://www.eace.org/scholarships>. The deadline is December 31, 2018. If you have any questions, please contact: Jennifer Rossi at [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or Laurent Troland at [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

**Email to Faculty/Staff/Administrators**

**Subject Line:** Spread The Word – 2019 Diversity & Inclusion Scholarships!

**Dear Faculty and Staff,**

**Please encourage your graduate students to apply for the Eastern Association of Colleges & Employers (EACE) Diversity & Inclusion Scholarship**!

Eastern Association of Colleges and Employers (EACE) offers two Diversity and Inclusion Scholarships each year in memory of Rick McLellan and Ernie Andrews. These are open to **both** professionals working in the career services field and/or graduate students working or intending to work in the field of career services or human resources.

### Candidacy Requirements

* Candidates must be individuals from groups underrepresented in EACE. Individuals from the following groups are strongly encouraged to apply:
* African-American
* Latino/a
* Asian/Pacific Islander
* American Indian
* Veterans
* People with disabilities
* Members of the LGBTQ
* Others who feel they may be underrepresented are encouraged to apply with explanation
* Candidates should have never attended an EACE Annual Conference in the past.
* Candidates should be either a professional or graduate student working in the field of human resources or career services or another related field that is connected to EACE.
* The recipient is required to actively participate in the Diversity and Inclusion Committee the year following the conference.
* The recipient is required to submit a blog about their conference experience to the PR Committee within 2 weeks following the Annual Conference.

### Benefits

The EACE Diversity and Inclusion Scholarship allots $1,500 per candidate. These monies can be used toward the expenses outlined below:

* Complimentary membership to EACE for the 2019-2020 year
* Complimentary registration to the 2019 EACE Annual Conference
* Lodging for the 2019 EACE Annual Conference
* Travel expenses round-trip for the 2019 EACE Annual Conference

In addition, each recipient will be enrolled in the **EACE Mentorship Program** where he/she will be matched with a veteran EACE member who will serve as a professional mentor throughout the recipient's first year of membership. This mentor will serve as an introduction to EACE, help the recipient navigate the annual conference, and support the recipient's professional development and continued involvement with EACE.

### Mark Your Calendars! Image result for connecticut convention center Image result for connecticut convention center

[EACE 2019 Annual Conference](https://www.eace.org/2019annualconference)

**June 24-26, 2019  
The Connecticut Convention Center  
Hartford, CT**

### How to Apply

Please complete the online application at <https://www.eace.org/scholarships>. The deadline is December 31, 2018. If you have any questions, please contact: Jennifer Rossi at [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or Laurent Troland at [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

**Email to Career Professionals**

**Subject Line:** Spread The Word – 2019 Diversity & Inclusion Scholarships!

**Dear Career Professional,**

**Please consider applying or encouraging your colleagues to apply for the Eastern Association of Colleges & Employers (EACE) Diversity & Inclusion Scholarship**!

Eastern Association of Colleges and Employers (EACE) offers two Diversity and Inclusion Scholarships each year in memory of Rick McLellan and Ernie Andrews. These are open to **both** professionals working in the career services field and/or graduate students working or intending to work in the field of career services or human resources.

### Candidacy Requirements

* Candidates must be individuals from groups underrepresented in EACE. Individuals from the following groups are strongly encouraged to apply:
* African-American
* Latino/a
* Asian/Pacific Islander
* American Indian
* Veterans
* People with disabilities
* Members of the LGBTQ
* Others who feel they may be underrepresented are encouraged to apply with explanation
* Candidates should have never attended an EACE Annual Conference in the past.
* Candidates should be either a professional or graduate student working in the field of human resources or career services or another related field that is connected to EACE.
* The recipient is required to actively participate in the Diversity and Inclusion Committee the year following the conference.
* The recipient is required to submit a blog about their conference experience to the PR Committee within 2 weeks following the Annual Conference.

### Benefits

The EACE Diversity and Inclusion Scholarship allots $1,500 per candidate. These monies can be used toward the expenses outlined below:

* Complimentary membership to EACE for the 2019-2020 year
* Complimentary registration to the 2019 EACE Annual Conference
* Lodging for the 2019 EACE Annual Conference
* Travel expenses round-trip for the 2019 EACE Annual Conference

In addition, each recipient will be enrolled in the **EACE Mentorship Program** where he/she will be matched with a veteran EACE member who will serve as a professional mentor throughout the recipient's first year of membership. This mentor will serve as an introduction to EACE, help the recipient navigate the annual conference, and support the recipient's professional development and continued involvement with EACE.

### Mark Your Calendars! Image result for connecticut convention center Image result for connecticut convention center

[EACE 2019 Annual Conference](https://www.eace.org/2019annualconference)

**June 24-26, 2019  
The Connecticut Convention Center  
Hartford, CT**

### How to Apply

Please complete the online application at <https://www.eace.org/scholarships>. The deadline is December 31, 2018. If you have any questions, please contact: Jennifer Rossi at [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or Laurent Troland at [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

**Email to Employers**

**Subject Line:** Diversity Scholarships for 2019 EACE Conference

**Hello (insert audience/group/etc.)**

Eastern Association of Colleges and Employers (EACE) offers two Diversity and Inclusion Scholarships each year in memory of Rick McLellan and Ernie Andrews. These are open to **employers** working in the human resources field and/or graduate students working or intending to work in the field of human resources.

### Candidacy Requirements

* Candidates must be individuals from groups underrepresented in EACE. Individuals from the following groups are strongly encouraged to apply:
* African-American
* Latino/a
* Asian/Pacific Islander
* American Indian
* Veterans
* People with disabilities
* Members of the LGBTQ
* Others who feel they may be underrepresented are encouraged to apply with explanation
* Candidates should have never attended an EACE Annual Conference in the past.
* Candidates should be either a professional or graduate student working in the field of human resources or career services or another related field that is connected to EACE.
* The recipient is required to actively participate in the Diversity and Inclusion Committee the year following the conference.
* The recipient is required to submit a blog about their conference experience to the PR Committee within 2 weeks following the Annual Conference.

### Benefits

The EACE Diversity and Inclusion Scholarship allots $1,500 per candidate. These monies can be used toward the expenses outlined below:

* Complimentary membership to EACE for the 2019-2020 year
* Complimentary registration to the 2019 EACE Annual Conference
* Lodging for the 2019 EACE Annual Conference
* Travel expenses round-trip for the 2019 EACE Annual Conference

In addition, each recipient will be enrolled in the **EACE Mentorship Program** where he/she will be matched with a veteran EACE member who will serve as a professional mentor throughout the recipient's first year of membership. This mentor will serve as an introduction to EACE, help the recipient navigate the annual conference, and support the recipient's professional development and continued involvement with EACE.

### Mark Your Calendars! Image result for connecticut convention center Image result for connecticut convention center

[EACE 2019 Annual Conference](https://www.eace.org/2019annualconference)

**June 24-26, 2019  
The Connecticut Convention Center  
Hartford, CT**

### How to Apply

Please complete the online application at <https://www.eace.org/scholarships>. The deadline is December 31, 2018. If you have any questions, please contact: Jennifer Rossi at [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or Laurent Troland at [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

**Campus Announcement Template**

**Eastern Association of Colleges and Employers (EACE) Diversity & Inclusion Scholarships are available to graduate students and staff**!   
  
Eastern Association of Colleges and Employers (EACE) offers two Diversity and Inclusion Scholarships each year in memory of Rick McLellan and Ernie Andrews. These are open to **both** professionals working in the career services field and/or graduate students working or intending to work in the field of career services or human resources.

### Candidacy Requirements

* Candidates must be individuals from groups underrepresented in EACE. Individuals from the following groups are strongly encouraged to apply:
* African-American
* Latino/a
* Asian/Pacific Islander
* American Indian
* Veterans
* People with disabilities
* Members of the LGBTQ
* Others who feel they may be underrepresented are encouraged to apply with explanation
* Candidates should have never attended an EACE Annual Conference in the past.
* Candidates should be either a professional or graduate student working in the field of human resources or career services or another related field that is connected to EACE.
* The recipient is required to actively participate in the Diversity and Inclusion Committee the year following the conference.
* The recipient is required to submit a blog about their conference experience to the PR Committee within 2 weeks following the Annual Conference.

### Benefits

The EACE Diversity and Inclusion Scholarship allots $1,500 per candidate. These monies can be used toward the expenses outlined below:

* Complimentary membership to EACE for the 2019-2020 year
* Complimentary registration to the 2019 EACE Annual Conference
* Lodging for the 2019 EACE Annual Conference
* Travel expenses round-trip for the 2019 EACE Annual Conference

In addition, each recipient will be enrolled in the **EACE Mentorship Program** where he/she will be matched with a veteran EACE member who will serve as a professional mentor throughout the recipient's first year of membership. This mentor will serve as an introduction to EACE, help the recipient navigate the annual conference, and support the recipient's professional development and continued involvement with EACE.

### Mark Your Calendars! Image result for connecticut convention center Image result for connecticut convention center

[EACE 2019 Annual Conference](https://www.eace.org/2019annualconference)

**June 24-26, 2019  
The Connecticut Convention Center  
Hartford, CT**

### How to Apply

Please complete the online application at <https://www.eace.org/scholarships>. The deadline is December 31, 2018. If you have any questions, please contact: Jennifer Rossi at [JLong@wcupa.edu](mailto:JLong@wcupa.edu) or Laurent Troland at [ltroland@bridgew.edu](mailto:ltroland@bridgew.edu).

**Social Media Templates**

**Facebook Posts**

**Sample Posts for Week of 12/3:**

* If you are an individual from an underrepresented group either working in career services and/or a graduate student working or planning to work in career services or human resources, feel free to apply for the 2019 EACE Diversity Scholarships. More information can be found at <https://www.eace.org/scholarships>. Deadline Dec. 31, 2018.
* Apply for EACE Diversity & Inclusion Scholarships! Deadline Dec. 31, 2018. More information can be found here; <https://www.eace.org/scholarships>.
* Don’t miss this Diversity & Inclusion scholarship opportunity from EACE for anyone in career services or human resources. This scholarship allots $1,500 per candidate for the next EACE Annual Conference. <https://www.eace.org/scholarships>.

**Quick Tips**

* Be sure to tag EACE in your Facebook posts. Like our page by searching for “[Eastern Association of Colleges and Employers (EACE)](https://www.facebook.com/eacepr/)”.
* Use #EACE in your posts and any relevant hashtags for your school or career center.

**Twitter Posts**

**Sample Tweets for Week of 12/4:**

* Want to go to the EACE Conference? Scholarship opportunities are available! For more information, visit [www.eace.org/scholarships](http://www.eace.org/scholarships).
* Are you a career services or human resources professional looking for scholarships for the EACE Conference? [www.eace.org/scholarships](http://www.eace.org/scholarships).
* Diversity and Inclusion Scholarships opportunities are available for the 2019 EACE conference! [www.eace.org/scholarships](http://www.eace.org/scholarships).

**Quick Tips:**

* Be sure to tag EACE in your tweets. Follow us at [@EACEPR](https://twitter.com/EACEPR)
* Use #EACE in your tweets and any relevant hashtags for your school or career center.