

Sample Newsletter & Email Copy for Partners

Campaign Tagline:

Idaho LAUNCH, Find Your Thing

General Campaign Language:

- Trade, technical, 2- or 4-year. It's Your call.
- Real money to make real money.
- Skills that pay the bills.
- Get up to \$8k for what's next.
- Every graduating Idaho high school senior is eligible.
- Up to 10,000 grants may be available.
- Funds are limited. Apply by the November 30th Priority Deadline.

Below are some examples of newsletter and email content that can be used to share information or answer questions about Idaho LAUNCH. Multiple lengths and options are provided so you can share the news about LAUNCH in a variety of locations and formats.

Newsletter / Email Copy (Short):

Idaho LAUNCH grants cover up to \$8,000 for trade, technical, two-year, or four-year programs that lead to in-demand jobs. With up to 10,000 grants available, all graduating seniors are eligible. But funds are limited, so students should apply before the November 30 Priority Deadline!

Learn more [\[or Apply, if after 10/1\]](#) at nextsteps.idaho.gov/LAUNCH.

Newsletter / Email Copy (Medium):

Idaho LAUNCH grants cover up to \$8,000 for trade, technical, two-year, or four-year programs that lead to in-demand jobs. Starting October 1, students can fill out a simple, five-step application using the state's online system, accessible through the Next Steps Idaho website. Students will need to have an idea of what program they want to pursue and where they plan to study to complete the application process, though these can be updated by the student if plans change. All students who have graduated from an Idaho high school or equivalent program are eligible and up to 10,000 grants may be available.

Funds are limited, so students should apply before the November 30 Priority Deadline! Learn more [\[or Apply, if after 10/1\]](#) at nextsteps.idaho.gov.

IDAHO LAUNCH

Newsletter Email Copy (Long):

Idaho LAUNCH grants cover up to \$8,000 for trade, technical, two-year, or four-year programs that lead to in-demand jobs.

This one-time grant can cover up to 80% of the total tuition and fees at an eligible institution. Students can receive up to half of the initial award in the first year of a program, with the remaining funds being dispersed through the remainder of the program. For programs that are less than 12 months in length, students can use the full award amount (80% of tuition and fees up to \$8,000) in one year.

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Funds are limited. Students are encouraged to apply before the November 30 Priority Deadline! Learn more [\[or Apply, if after 10/1\]](#) at nextsteps.idaho.gov/LAUNCH.