

Town of Castle Rock Rising Star Scholarship

Goal: To successfully promote the Town of Castle Rock Rising Star Scholarship, increasing awareness among eligible high school seniors in Castle Rock and encouraging applications, culminating in awarding two \$1,000 scholarships by April 2025.

Background: The Town of Castle Rock Rising Star Scholarship, spearheaded by the Castle Rock Youth Commission, honors high school seniors who have made significant positive contributions to the community. This program aims to foster civic engagement, celebrate local youth leadership and strengthen ties between the Town and its residents.

Audiences:

Primary – High school seniors living or attending school in Castle Rock.

Secondary – High school staff / Parents and guardians / Teen community organizations

Key Messages:

- The Town of Castle Rock Rising Star Scholarship celebrates youth contributions to our community.
- Up to two seniors will each receive \$1,000 to further their education.
- Applications open Feb. 10, 2025, and close March 14, 2025.
- Eligible seniors must reside in Castle Rock or attend a high school in Castle Rock. Homeschool may apply.

Key Dates:

- Jan. 14: Complete materials and outreach strategy
- Jan. 15: Present to Dave for approval
- Feb. 5: Town Council presentation for final approval
- Feb. 6: Launch notifications and webpage
- Feb. 10 to March 14: Application window open
- March 15 to April 4: Review period for selection committee
- April 15: Award ceremony at Town Council meeting

Tactics/Deliverables:

Deliverables	Team member	Deadline
Online		
Create a Youth Council webpage that includes scholarship information or subpage	Becca Schnorr with assistance from Trinity	Feb. 6
Create scholarship form	Becca with assistance from Trinity	Feb. 6
Create scholarship FAQs	Becca with assistance from Trinity	Feb. 6
Create webpage redirect	Trinity	Feb. 6
Publish news release about scholarship opportunity, highlighting eligibility, key dates and application process.	Trinity	Feb. 7
Publish news release on scholarship recipients	Trinity	April 17
Social Media		

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Design and schedule posts promoting the scholarship on Facebook, Instagram and Nextdoor.	Becca Schnorr/Trinity	Feb. 7
Post weekly reminders about the application deadline.	Becca Schnorr/Trinity	Feb. 20 March 4 March 13
Share news release about scholarship recipients	Trinity	April 17
Printed Materials		
Design and distribute flyers to local schools and community centers. Schools – Lutheran, Valor, Rock Canyon, Clover Leaf, Ponderosa, DC, CV, DC Oakes, Renaissance and sent without PeachJar to Legacy	Trinity/Joelle to create flyer Becca to manage insertion in PeachJar	Jan. 22 – Graphic done/approved Send to PeachJar on February 5 Delivered – second or third week of February
Graphics		
Flyer	Joelle	Jan. 22
Social media SMGs	Joelle/Trinity	Feb. 6 - NR Feb. 20 March 4 March 13
News release SMG	Joelle	Feb. 6
Other Tools		
Email post graduate counselors/school admins announcing scholarship opportunity – see if it's possible to share details in emails to seniors	Becca	Feb. 7
Set up application tracking for analytics.	Trinity	Jan. 14

Measuring Success:

Application Metrics

- ... completed applications.

Engagement Metrics

- Social media:
- Website: ... unique visitors to the scholarship page.

Event Metrics

- Attendance of winners and their families at the award ceremony: