

Rising Star Scholarship 2026

Goal: To successfully promote the Rising Star Rock Scholarship, increasing awareness among eligible high school seniors in Castle Rock and encouraging applications, culminating in awarding four \$1,000 scholarships by May 2026.

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 Rising Star Rock Scholarship celebrates youth contributions to our community
- Four seniors will each receive \$1,000 to further their education
- Applications open Feb. 3 and close March 31.
- Eligible seniors must reside in Castle Rock or attend a high school in Castle Rock. Homeschool students living in Castle Rock are encouraged to apply.

Key Dates:

- Oct. 21 Initial meeting with Communications team + Becca
- Nov. 10: Communications team meets with Commissioners to gather ideas for flyer
- Dec. 2 Flyer created (with Jackson's suggestions)
- Dec. 8: present final flyer to Commissioners
- Dec. 8: Complete materials and outreach strategy
- Feb. 3: Update Town Council and announce Scholarship
- Feb. 3: Launch notifications and webpage
- Feb. 3 to March 31: Application window open
- April 13-17: Review period for selection committee
- May 5: 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	Dec. 8
Create scholarship form	Becca	Dec. 8
Create scholarship FAQs	Becca	Dec. 8
Create webpage redirect	Melissa	Dec. 8
Publish news release about scholarship opportunity, highlighting eligibility, key dates and application process.	Communications Team	Feb. 3 or after council mtg
Publish news release on scholarship recipients	Communications Team	May 7

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Social Media		
Design and schedule posts promoting the scholarship on Facebook, Instagram and Nextdoor.	Communications Team in collaboration with Jackson Young Jackson Young, Treasurer Junior, Castle View High School jacksoneveyoung@gmail.com , 720.503.4660	Feb. 3
Post every other week reminders about the application deadline.	Communications Team	Feb. 24 March 10 March 24 March 31
Share news release about scholarship recipients	Communications Team	May 7
Printed Materials		
Design and distribute flyers to local schools and community centers. Schools – DC, CV, Rock Canyon, Clover Leaf, Ponderosa, DC Oakes, Renaissance, Chaparral, Eagle Academy, Legend, eDCSD	Joelle to create flyer (Jackson Young sends info to Becca- Becca sends info to Joelle) Becca to manage insertion in PeachJar - DONE	Nov. 10 – Comms. staff meet with Commissioners to gather ideas at YC meeting Dec. 1 – Graphic done Dec. 8- present to Commissioners Dec.10 – send to PeachJar & set date to Feb. 3 for posting
Graphics		
Flyer	Joelle	Nov. 10- Dec. 1
Social media SMGs	Communications Team with input from Jackson Young	Feb. 17 March 3 March 17 March 31
News release SMG		Feb 3 & May 7
Other Tools		
Email post graduate counselors/school admins announcing scholarship opportunity – see if it's possible to share details in emails to seniors	Becca	Dec. 10
Set up application tracking for analytics.	Communications Team	Dec. 8
Promote Scholarship at Schools	Youth Commissioners with assistance from Karla and Chynna Have students sign up for their school to have a table with flyers and snacks with labels/QR codes to	Mid-February

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	<p>access the scholarship application online.</p> <p>We should do this in Feb 17-27 to get the word out.</p> <p>We can either have the kids ask the schools or the staff member reach out to schools</p> <p>-Buy fruit by the foot at Sam's Club -Print labels on address returns stating "Rising Star Scholarship Open 2/3-3/31" with a QR code with a direct link to the Youth Commission's Rising Star Scholarship application page</p> <p>Abigail, Mei, Ryan, Jackson, Matthew- CVHS Evan - DC Lilianna, Yusuf - CEC Chris, homeschool</p> <p>Ask students if they want to go to DC Oakes and/or Renaissance</p>	
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