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Rollout Guide



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Don't get overwhelmed! You only need to read the part of this document relevant to your rollout plan :)

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Orientation/Open House Rollout



Dear Educator,

Thank you for committing to help us get Raise.me in the hands of your students. We're excited to work with you and look forward to you becoming a Raise.me Partner School!

This guide is for those who are using an orientation or open house to introduce their students to Raise.me. We hope that this helps you to organize your day so that it can be a success. Please let us know if there is anything we can do to better support you and your students through this process!

Best,

Amanda Schwab

amanda.schwab@raise.me

Step 1

Secure access to technology.

If your school has access to both computer labs and laptop/tablet carts, count the number of technology units that you have available to you.

If your intention is to have ALL of your students sign up for Raise.me, then you most likely need to do shifts of rollout. The number of shifts will equal the (Total Students) divided by (# of technology units). If families elect to sign up, ensure that you can accommodate 30-40% of them with the amount of technology you have available.

If using laptop carts, book a section of classrooms close to orientation activities. You will need to staff each room with teachers (more guidance on this later).

Step 2

Decide how to message Raise.me to parents and students.

Sample Speech to Give to Parents:

"Our school is committed to providing our students with the best possible access to resources to pursue higher education. Because of this, we're partnering with Raise.me so that your students can start earning scholarship money for college starting as early as 9th grade. Raise.me currently partners with over 180 colleges around the country, with 2-3 new colleges being added each week. Any high school student in the United States can earn scholarships for their good grades, their involvement in sports and clubs, and their community service hours. Signing up for Raise.me is free and takes less than half an hour and could have a pay-out of tens of thousands of scholarship dollars for your child's college education.

We have computers and teachers ready so that you can sign up after orientation! You can go to _____(rooms designated for sign up)_____ to sign up!"

It could also be powerful to have a current student speak about using Raise.me.

If you're providing a packet of information to your parents, here is a [parent letter](#) in both English and Spanish

Whatever method you use, make sure you clearly communicate the following:

- Sign up is free and quick. You have provided technology and support to help families to sign up.
- Raise.me gives students to earn money for college starting in the 9th grade!
- Raise.me is open to ALL high school students in the United States.

Step 3

Receive administrative approval.

Talk to the administrator in charge of orientation and get approval for your plan.

Bonus: Ask your administrator if any benefit could be given to staff members who help sign up students and families.

Step 4

Identify staff members to support you.

For every room you should have 2-3 staff members who help parents and students sign up for Raise.me. Pick staff members who are comfortable with technology and generally supportive of other efforts that you've done in your school. You'll probably need to reach out to twice as many people as you need to ensure that you have enough people on sign up day. Here's a **sample email** to that you can use to solicit support:

Hello all!

Orientation will be held _____. As part of orientation, we're going to offer families the opportunity sign their students up for Raise.me. Raise.me is a free website that allows students to earn scholarships to their partner colleges for small achievements like good grades in their classes, their extracurricular involvement, and their community service hours. More information about Raise.me found [here](#) and [here](#).

Every student at our school should have this opportunity to earn money for college and in the process become more informed about what colleges value in a successful applicant. This is why we want to become a Raise.me Partner School. As a Partner School we will also get more exposure and opportunities for exclusive scholarships for our students to Raise.me's college partners.

To offer this opportunity, I need _# of teachers/staff_ people to help with the rollout process. This would be entail staying past orientation for an hour to staff rooms where students and parents would sign up for Raise.me I know that your free time is precious, so any help that you could offer to bring this impactful resource to our students would be greatly appreciated!

Please email me back with a simple "yes" if you're available and I will follow-up with more details.

Best,

Step 4 ctd.

Identify Staff Members to Support You

Email to volunteers who reply “yes”:

Hi everyone!

Thank you so much for helping with our Raise.me sign up efforts. I've attached the classroom guide and student information sheets. You'll be in the room to support students with the sign up process. The process is straightforward and takes about 15-20 minutes.

I've attached the [classroom guide](#) and [student instruction sheets](#) that will familiarize you with the process.

I'll need to meet with you briefly at <INSERT TIME> to make sure that everything is good to go!

Best,
[Name]

Step 5

Onboard students!

The Day Before:

- Check-in with supporting staff members about their availability.
- Check in with admin about orientation programming.
- Print instruction sheets for each room. You'll probably need around 30-40 for each room

The Day Of:

- Check on technology set-up
- Have a check-in with teacher volunteers before orientation starts and walk them through sign up process.

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In Class Rollout



Dear Educator,

Thank you for committing to help us get Raise.me in the hands of your students! We know that it's a busy time of year for you all and your efforts **with** this are so appreciated.

This guide is for those who are using an orientation or open house to sign up their students to Raise.me. We hope that this helps you to organize your day so that it can be a success. Please let us know if there is anything we can do to better support you and your students through this process!

Best,

Amanda Schwab

amanda.schwab@raise.me

Step 1

Identify the classes where students will be pulled out

We recommend picking a core subject area that all of your students will be enrolled in, such as English. If your school is on a block schedule, you may need to have two days of sign ups.

After you've chosen a set of classes that reaches all (or a large majority) of your students, we recommend reaching out to those teachers directly to ensure that they understand what will happen in advance.

Step 1 ctd.

Sample Email

Hello _____ Department!

The counseling department is seeking your cooperation in giving our students an amazing opportunity to earn scholarship dollars for college as early as the 9th grade! Raise.me is a free website that allows students to earn scholarships from their partner colleges for individual achievements like good grades in classes, extracurricular involvement, and community service hours. They were recently covered by the New York Times and PBS!

Every student at our school should have this unique opportunity to earn money for college and in the process become more informed about what colleges value in a successful applicant.

We're looking to sign up all of our students for Raise.me during a school-wide effort on <Insert Date>. To do this, we're asking for your help. We will be scheduling _____ classes to come to the computer lab to be introduced to Raise.me and sign up.

We understand that this takes away from very valuable class time, but we're confident that the payout from this effort will be more engaged students who are invested in attending college.

Please let us know if you have any questions!

Best,

[Name]

Step 2

Create a schedule and get administrative approval

A schedule template [can be found here](#).

After your schedule has been made, share with an administrator to get their approval and disperse.

Step 3

Talk about Raise.me at a faculty meeting

Make the entire staff aware that students are being signed up for Raise.me. If time and resources allow, you can use the following script to talk about Raise.me at a faculty meeting.

Step 3 ctd.

Sample Script

Hello everyone, thanks for giving the time to talk about Raise.me, a new tool that we will be using to give our students the opportunity to earn scholarships for college as early as 9th grade. As educators, we are all aware of the types of barriers to college access that students can face. Raise.me seeks to eliminate these barriers by transforming scholarships from an after the fact reward to an ongoing incentive.

Raise.me partners with 180 colleges to offer micro-scholarships to students for their achievements starting as early as the 9th grade. Students can earn micro-scholarships for their grades in core classes, their involvement in a club or sport, their volunteer hours, and more! And When students are accepted into a partner college, the micro-scholarships they earn will automatically be calculated into their financial aid package for that college. This process of earning micro-scholarships has three effects on students:

- It gives them evidence that they can find an affordable pathway to college.
- It teaches them about what colleges value in successful applicants and allows them to make more informed decisions about how to spend their time in high school.
- It creates opportunities for students to engage with potential colleges earlier in high school, making it more likely that they apply to, get accepted to, and enroll in these colleges.

We believe that Raise.me could have a powerful effect on our students and our overall college culture. This is why we're taking the time to do a school-wide sign up effort.

Note: If there are questions that you feel unequipped to answer, you can send the [educator FAQs](#) to your staff in a follow-up email, as well as direct them to Amanda Schwab (amanda.schwab@raise.me).

Step 4

Send out reminders to teachers and staff about rollout

Form Email (send two days before sign up day)

Hello _____ Staff!

Our Raise.me sign up day is in two days! We will be pulling students from their _____ classes throughout the day. Thank you again to the _____ department for their partnership in this. Although we don't anticipate this to disrupt other classes, we ask for your flexibility in case we encounter any hiccups!

The schedule for sign ups is attached.

Please let us know if you have any questions!

Best,

[Name]

Step 5

Onboard students!

A step-by-step presentation that you can present to your students can be found [here](#).

Set-up:

- Try to ensure that there are enough seats in each space to accommodate each class.
- Have the computers set to Raise.me when the first class walks in. When that class finishes, make sure that they log out of their accounts, and have them re-set the website to Raise.me
- If you think it would be helpful, printable directions that can be kept by each computer can be found [here](#).

Keys to Success

Things that will help make the process smoother:

- If your school has an student assistant program, have the assistant help to schedule classes and give them 5-10 reminders before they are supposed to be in the computer lab. If you can get more than one assistant, have another in the room with you to support student sign ups.
- If students have already signed up for Raise.me in the class that you're enrolling, use them as student aides for the sign up process.

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Homeroom/Advisory Rollout



Dear Educator,

Thank you for committing to help us get Raise.me in the hands of your students. We're excited to work with you and look forward to you becoming a Raise.me Partner School!

This guide is for those who are using an orientation or open house to sign up their students to Raise.me. We hope that this helps you to organize your day so that it can be a success. Please let us know if there is anything we can do to better support you and your students through this process!

Best,

Amanda Schwab

Step 1

Determine technology access

If your school is fortunate enough to have 1:1 technology access, this is less of an issue that needs to be solved. Just ensure all technology is properly powered before rollout activities occur.

If your school has laptop/tablet carts, talk with your technology/IT coordinator about scheduling days for the carts to be used during advisory period. Ask them the following questions:

- How many portable electronics do we have available?
- Where are they currently scheduled to be?

If your school has lab space, classes can also be scheduled to use those spaces for rollout.

After the total number of devices has been tallied, you can determine how many days you will need by dividing the total number of students at your school by the number of devices available and rounding to the nearest whole number. Note: if the number of students in an advisory is significantly smaller than number of laptops/tablets on an average cart, advisories may have to be combined for efficiency.

Use this [planning spreadsheet](#) to help schedule technology carts.

Step 2

Train homeroom teachers and advisors

Before:

- Find 20 minute window to address all staff members.
- Send Raise.me two-pager with email. (sample email below)

During:

- Give five minute overview of Raise.me. (script below)
- Walk educators through the [classroom guide](#) that they will be using
- Explain the schedule to educators.

After:

Email [Educator FAQs](#) and [Classroom Guide](#) to staff

Before Email:

Hello everyone!

Tomorrow, I'll be giving a short training on Raise.me. Raise.me is a free website that allows students to earn scholarships to their partner colleges for small achievements like good grades in their classes, their extracurricular involvement, and community service hours. More information about Raise.me can be found [here](#) and [here](#).

Every student at our school should have this opportunity to earn money for college and in the process become more informed about what colleges value in a successful applicant. This is why we want to become a Raise.me Partner School. As a Partner School we will also get more exposure and opportunities for exclusive scholarships for our students to Raise.me's college partners.

We're looking to onboard all of our students for Raise.me during a school-wide effort in [advisory/homeroom] on [Insert Dates]. To do this, we're asking for your help.

Please let me know if you have any questions!

Best,
[Name]

Step 2 ctd.

Train homeroom teachers and advisors

Sample Script

“Hello everyone, thanks for taking the time to learn about Raise.me, a new tool that we will be using to give our students the opportunity to earn scholarships for college as early as 9th grade. As educators, we are all aware of the types of barriers to college access that students can face. Raise.me seeks to eliminate these barriers by transforming scholarships from an after-the-fact reward to an ongoing incentive.

Raise.me partners with over 180 colleges to offer micro-scholarships to students for their achievements starting as early as the 9th grade. Students can earn micro-scholarships for their grades in core classes, their involvement in a club or sport, their volunteer hours, and more! when students are accepted into a partner college, the micro-scholarships they earn will automatically be calculated into their financial aid package as merit aid for that college. This process of earning micro-scholarships has three effects on students:

- It gives them evidence that they can find an affordable pathway to college.
- It teaches them about what colleges value in successful applicants and allows them to make more informed decisions about how to spend their time in high school.
- It creates opportunities for students to engage with potential colleges earlier in high school, making it more likely that they apply to, get accepted to, and enroll in these colleges.

We believe that Raise.me could have a powerful effect on our students and our overall college culture. This is why we’re doing a school-wide rollout effort. “

Pause for Questions

If there are questions that you feel unequipped to answer, you can send the educator FAQs to your staff in a follow-up email, as well as direct them to Amanda Schwab (amanda.schwab@raise.me)

“We will be signing students up during [advisory/homeroom] to minimize the disruption to class time. The rollout process is easy and will take less than 20 minutes! You will use the following presentation to guide students through the rollout process.”

Run through presentation

Give specifics about technology access and schedule; pause for questions

Thank everyone for their time and ask them to follow-up with any feedback/ideas/concerns through email

Step 2 ctd.

Train homeroom teachers and advisors

Follow-up email:

Hi all,

Thank you for giving me time today to present to you all about Raise.me. I'm excited for our Raise.me rollout effort and the opportunity for all of our students to earn money towards college! Here is the link to Raise.me's FAQs. Please let me know if you have any other questions or ideas to help make this effort a success!

You can also reach out to Amanda Schwab, Raise.me's director of high school partnerships (amanda.schwab@raise.me)

Best,
[Name]

Step 3

Onboard students!

Before rollout email:

Hello [School] Staff!

Our Raise.me onboarding effort is in two days. Advisors, please take a moment to review the student presentation you will be delivering. It is attached below.

The schedule for rollout is also attached as reference for all.

Please let us know if you have any questions!

Best,
[Name]

Tips to make rollout go more smoothly:

- Assign students who are already Raise.me users to act as supports for their advisors/teachers.
- Ask staff members who do not have homerooms or advisories to assist in some of the larger classrooms.
- Invest a school administrator in the success of rollout by discussing the benefits of becoming a Raise.me Partner School.

What is a Raise.me Partner School?

Raise.me Partner Schools are committed to connecting their students with concrete financial resources for college and developing a college-going culture. They have at least 80% of their students active on Raise.me.

Why become a Raise.me Partner School?

Data shows that Raise.me yields the best results academically, behaviorally, and culturally when used school-wide.

Having all students participate:

- Motivates students earlier through clear incentives for good decisions
 - Fosters friendly competition yielding positive peer effects
 - Enables consistent tracking of academics, extracurriculars, and other achievements throughout high school
 - Shows a commitment to supporting students and families to access affordable college options
- ... resulting in a stronger college-going culture at your school!

Oh and...

In addition, Raise.me Partner Schools will receive:

- College culture building print materials
- Prioritized support from Raise.me
- End of year Raise.me student awards
- Increased exposure and exclusive micro-scholarship
- Offers from partner colleges



Example Stickers

How?

In order to support this push to school-wide involvement, we've created the Raise.me Rollout Guide. This will help you get all your students - from freshman to seniors - signed up and earning scholarship dollars for achievements together.

How to Sign Up for Raise.me



1. Go to www.Raise.Me
2. Click "I'm a Student"
3. Enter your e-mail or phone number
4. Create a password
5. Enter your personal information
6. Select your high school, report card schedule, and grad year
7. Start following colleges and entering your achievements.
8. Watch your micro-scholarships pile up!

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Thank you!

