### A picture containing graphical user interface  Description automatically generatedSuncoast Scholars Media Toolkit

### A picture containing text, clipart  Description automatically generated

### Suncoast Credit Union Logo

Suncoast Credit Union prefers the use of their colored logo unless you are printing an entire document in black and white. If the entire document is being printed in black and white, then please use the black and white logo; do not use the colored logo when printing in black and white. The logo above can be saved for future use.

### Social Media

Be sure to acknowledge Suncoast Credit Union and tag Suncoast Credit Union by using the tag @SuncoastCreditUnion in your social media posts. Also, mention Suncoast Credit Union when posting about the programs they fund. Once posts are made, please submit the links by email to raquel.reyez@suncoastcreditunion.com . As an alternative, you can notify Chris of the post and they will get the information to Raquel.

**Sample Social Media Messages**

1. We’re excited to announce the 2025 Suncoast Credit Union Scholars Scholarship application is now open! Eligible graduating seniors may apply ADD LINK by DUE DATE.

Photo idea: Graphic 1 (template can be shared for duplication and editing)

1. Thanks to Suncoast Credit Union, # of scholarships were awarded to graduating students in COUNTY NAME! Congratulations to all the Suncoast Credit Union Scholars recipients!

Photo idea: Graduates receiving scholarship award with local education foundation staff/board members

### Printed Materials

These include, but are not limited to brochures, presentation handouts, reports and newsletters. Please acknowledge Suncoast Credit Union’s grant in a visible location, using a statement such as “Made possible by a grant from Suncoast Credit Union.” Please use their full name (Suncoast Credit Union) and if possible, use their colored logo. **If your print will be in black and white, use their black and white logo (please do not use the colored logo when printing in black and white; their black and white logo was designed for this purpose.)**

### Website

Suncoast Credit Union should be listed as one of your donors. If your website is designed to use logos, please use their colored logo. This information is to be located in a place on your website that is easily accessible to all visitors. Please send a link or screenshot to raquel.reyez@suncoastcreditunion.com. As an alternative, you can notify Chris and she will get the information to Raquel.

### Public Presentations

When making presentations about the program Suncoast Credit Union has funded, please remember to recognize them by using a statement similar to “Made possible by a grant from Suncoast Credit Union.”

### Press Releases

Please use the press release template provided by the Consortium. This version has been approved by Suncoast Credit Union.

**E-Newsletter**

Thanks to Suncoast Credit Union Foundation, TOTAL AMOUNT or NUMBER of $2,000 scholarship awards were awarded to COUNTY NAME County high school graduates in the Class of 2025! This year’s Suncoast Credit Union Scholars program represents the continued mission of the foundation to support education initiatives and the well-being and potential of children. Since it’s inception in 1990, the Foundation has contributed more than $33 million including more than $2.4 million in scholarships.

Photo Idea: Photo of graduates with scholarship award

### Media Relations

If anyone from your organization engages with the media about programs Suncoast Credit Union has funded, be sure to acknowledge Suncoast Credit Union. All media presentations require prior approval from Suncoast Credit Union before presenting. If you need assistance, contact Jayne at the Consortium. Once you have drafted your presentation, send them to raquel.reyez@suncoastcreditunion.com for approval.

### Annual Report and Publications

Be sure to send a copy of your annual report and/or any other publications that would acknowledge the grant to Bob Hyde, Vice President of Community Impact, Suncoast Credit Union Foundation, 6801 E Hillsborough Ave, MK001, Tampa, FL 33610. *They like to hear about key milestones in the initiatives they fund.*

Finally, be sure to send Chris news of your progress and photos of graduates who receive the scholarships.