Dear Parent(s) and Families,

We are increasing our college and career resources to better support your student!

[Encourage](http://www.encourageme.com) is a free college and career planning app that addresses the questions that come with exploring the future and helps your student make informed choices about life after high school. Encourage also has a [free Family Guide](https://encourageme.com/about/family-guide/) to help you support and guide your student as they navigate the decisions ahead of them.

**How Encourage Can Help Your Student**

* **Gives your student a starting point** byautomatically matching them with colleges and scholarships that align with their unique preferences and goals to kick off the exploration process! After a short quiz, your student can also be matched with careers and majors.

*“My kids love this app. Both of my high school boys are really diving into this college stuff and the app has made them feel so much more at ease. They love celebrating small wins and this app does that!”*

*-Parent (App Store Review)*

* **Outlines the steps your student can take now** to prepare for life after high school and the ongoing resources and encouragement to get there.
* **Connects your student with opportunities** from colleges, universities, scholarships, and educational and career service providersthrough optional recruitment.For students who choose recruitment, Encourage strictly utilizes student information for educational purposes. [Read the privacy policy](https://encourageme.com/privacy-policy/).

**How Your Student Can Get Started**

If you are interested in getting your student started with college and career planning in the free Encourage app, please have them complete the following:

**[Option 1: Code from Educator Account – use these instructions if you are inviting students to Encourage from your educator account]**

1. **Create an Encourage Account**

Visit [app.encourageme.com/signup](https://app.encourageme.com/signup) or search “Encourage” in the Apple App Store or Google Play Store.

1. **Complete a Profile**

It takes 10-15 minutes to complete a profile, set up preferences, and identify goals.

1. **Connect With** [insert educator name]

Visit **Your Educator Connections** in their **Profile.** Add [insert educator code] as the pin to allow [insert educator name] to see their matches, goals, and what they have saved to inform conversations and support.

1. **Review College & Scholarship Matches**

Check out the best-fit colleges and scholarships based on the information shared with us.

**[Option 2: Digital Forms – use these instructions if you are sending students a link or QR code to a digital form]**

1. **Complete the College & Career Preference Form**

Take 10-15 minutes to answer the questions in the digital form

[insert link here]

1. **Sign up for the Encourage App**

Follow the instructions in the email that is sent after the form is completed

1. **Review College & Scholarship Matches**

Check out the best-fit colleges and scholarships based on the information shared with us.

**[Option 3: Paper Forms – use these instructions if you a distributing paper forms]**

1. **Complete the College & Career Preference Form**

Take 10-15 minutes to answer the questions in the form sent home

1. **Sign up for the Encourage App**

Follow the instructions in the email that is sent after the form is returned and received

1. **Review College & Scholarship Matches**

Check out the best-fit colleges and scholarships based on the information shared with us.

**[Option 4: Students Only – use these instructions if you are offering Encourage to students but educators won’t be getting accounts or reports]**

1. **Create an Encourage Account**

Visit [app.encourageme.com/signup](https://app.encourageme.com/signup) or search “Encourage” in the Apple App Store or Google Play Store.

1. **Complete a Profile**

It takes 10-15 minutes to complete a profile, set up preferences, and identify goals.

1. **Review College & Scholarship Matches**

Check out the best-fit colleges and scholarships based on the information shared with us.

Encourage is not required but I think it could be a good resource for your student as they explore the future.

All the best,

[educator name]

P.S. If you have questions, please see the [Encourage FAQ](https://encourageme.com/about/faq/).