Promotional Ideas

Our scholarship program, which is the largest in the country, can be promoted in many different ways. Below is a list of ideas. Please do not feel wedded to any one or all of these. Every state is different, and you should use your best judgment. Thank you in advance for all you do.

A. Urge students to apply on our listservs and other listservs you subscribe to related to low-vision and blindness

B. Newsletters –publish our flier or have a past winner from your state write an article

C. Distribute our flyer to DSS and financial aid offices

D. Send the flyer to your library for the blind

E. Send our flyer to blindness providers such as local Centers for Independent Living or Lighthouses

F. Have a former winner or scholarship committee member talk to your state board or to your student chapter

G. Add a prominent link from your homepage

H. Get your materials center to send to TVIs in your state

I. Contact guidance counselors

Scholarship Application Statistics

We reviewed some statistics last night quickly. I am sharing the details with you below:

Here is a breakdown by state of how the applicants have answered the question “How did you learn about the NFB scholarship program”:

NFB Member: NV, MD, WI, LA, NY, CO

State President: OK, NJ, AZ, TX, RI

Internet Search: CA, KY, PA, MN, GA

Rehabilitation Counselor: FL

Social media: OK

TVI or O&M: TN

Other: GA, MS

No option selected: CA, NH, IN

We’ve had six other students apply, but their applications are completely blank so far.

Affiliate Homepage Links to Scholarships

We also reviewed state web pages, and we want to thank the following states specifically for their link to <http://nfb.org/scholarships> from each affiliate homepage:

Arizona

Colorado

Illinois

Iowa

Kansas

Kentucky

Maryland

Montana

Nevada

New Jersey

North Dakota

Oregon

Puerto Rico

Utah

Washington