

Website Promotion

How Herzog Tomorrow partner schools can maximize MOScholars visibility

THE MISSION

Ensure every parent and every potential donor who visits your school's website discovers MOScholars – and knows exactly how to take action on it.

01 Add a MOScholars Link

Minimum viable action

- Place a text or image link on at least one high-traffic page on your site.
- Best pages: Admissions, Financial Aid, About Us, Parent Portal.
- Link to: HerzogMOScholars.org and MOScholars.com

02 Build a Dedicated Page

Highest-impact action

- Create a standalone MOScholars page:
 - Explains the tax credit simply
 - Embeds the YouTube video
 - Lists who qualifies
 - Links donors to reserve credits at MOScholars.com
 - Includes school contact info
 - Connect to Herzog at HerzogMOScholars.org

03 Embed the Video

Works on any existing page

- The MOScholars informational video.
 - No writing required. Just simply embed the video.

04 Promote Across Channels

Amplify your reach

- Once live, share it everywhere:
 - School newsletter / email blast
 - Parent portal announcement
 - Enrollment & welcome packets
 - Back-to-school night table
 - Bulletin board flyer
 - Fine arts and sporting events

QUICK START — Get live in under an hour:

- 1 Pick a page on your site.
- 2 Use the HT Branding Guide for logos, graphics, & videos.
- 3 Publish.
- 4 Promote.

Common Myths — Debunked

"The MOScholars tax credit program costs our supporters extra money."

- ✓ MYTH — Supporters redirect taxes they already owe. There is no extra cost to them.

"We must already donate to a school to participate."

- ✓ MYTH — Any Missouri taxpayer – individuals and businesses – can participate in MOScholars. No prior giving is required.

"Most taxpayers already know about this program."

- ✓ MYTH — Awareness is low. Your school website provides another avenue for your school community to discover it.

WHY WEBSITE PROMOTION MATTERS

50%

of a donor's MO state tax bill can be redirected

100%

tax credit is issued to all donors

\$0

extra cost to donors who redirect taxes

~1 hr

average time to get your page live