



Get Involved Guide

Tools to help HSF alumni connect with each other and share opportunities with the next generation of Latino youth



www.hsf.net/getinvolved



Get Started

You are part of an amazing network of more than 50,000 alumni who turned opportunity into achievement. You are a testament to what can happen when hard work is paired with community support. Now you can help others like you to close the Hispanic achievement gap. Today, only 13 percent of Latino adults have a bachelor's degree, compared to 17 percent for African Americans and 30 percent for the white population.

HSF is working to put a college degree in every Latino household. You can help. Through HSF's scholarship program, community outreach and education, college retention programs, networking and career opportunities, there is much we can do together.

Get Involved!

Throughout these pages you will find tools to help you connect with fellow alumni, celebrate your achievements, and share opportunities with Hispanic youth. You'll find resources for:

- **Networking:** Connect with the alumni network to meet others like you, learn new skills and advance your career.
- **Volunteering:** Join us in giving more students the resources they need to succeed.
- **Fundraising:** Help reach more students who need assistance to pay for college.

If you try any of the opportunities offered on these pages, visit your Alumni Profile page on HSF.net to share feedback. We are committed to helping our alumni create positive change. Together we have the potential to transform the nation.



Network

You are part of a far-reaching community of people who received a scholarship from HSF, turned opportunity into achievement and care about today's Hispanic youth.

You're sure to find value in HSF's networking opportunities. Check out the activities below and gain access to valuable personal and professional connections.

HSF Alumni Chapters

Starting or joining an HSF Alumni Chapter on Facebook is an easy way to stay in touch with other HSF scholarship recipients. Join the community, build your professional network, learn new skills, and connect with HSF alumni in your area.

Meet and Greet Receptions

Network with other local alumni and HSF supporters, receive an insiders' briefing on the latest HSF programs and scholarship news, gain valuable resources to benefit your local community and help increase access to a college education for Hispanic youth.



"My mother always told us that a college education is the key to success. Perhaps I'm an idealist, but I believe that one day youth who come from traditionally disadvantaged communities will have the same opportunities to succeed that I have had."

Leticia Rodriguez
Community Relations Manager
Project GRAD LA
HSF Scholar: '02, '06



HSF Alumni Chapters on Facebook

HSF Alumni Chapters on Facebook make it easy to connect with, learn from and help each other.

Visit the HSF Facebook page at www.facebook.com/HSFAlumni and click to “like” the HSF Alumni Network. View the Alumni Chapter tab to find existing alumni groups. We’re just getting started, so don’t be discouraged if you don’t see your community or occupation. Feel free to create your own. It’s easy.

You can reference “How to Use Social Media to Connect with HSF Alumni” in Appendix A to learn how to set up a new Alumni Chapter through Facebook.

Use your HSF Alumni Chapter on Facebook to unlock the power of people coming together to help each other and our community:

- Connect – or reconnect – with other alumni
- Ask questions and share tips
- Scan for jobs or employees
- Help spread the word about HSF to others
- Join other alumni to volunteer or raise funds to help more students



Meet and Greet Receptions

HSF is hosting after-work alumni Meet and Greet receptions to celebrate your successes. At the receptions you can join a discussion of the state of Hispanic education, learn more about the achievements of alumni in the region, hear the stories of other alumni and guests and network with each other. You are welcome to come as a guest or organize your own event.

Participate in an event

Join us for an upcoming HSF Alumni Meet and Greet. Visit hsf.net/getinvolved to view our schedule and register online. You'll even find ways you can volunteer to help with the event – everything from forwarding the invitation to aiding with planning and logistics. Register for the HSF Alumni Network so we can make sure you're on the guest list.

Interested in helping us organize an event in your community? Let us know. We welcome business or individual co-hosts.

Organize your own event

Don't see your community on our list of upcoming Meet and Greets? Host your own! Encourage others in your area to gather together, share opportunities, inspire one another and have fun. It's easy to organize an event in your area, especially with the help of your Alumni Chapter. In Appendices B and C, you'll find tips to get started and a letter of support to share with potential event spaces, caterers and other vendors.



Volunteer

As an HSF volunteer you play an important part in helping Latino families, youth and college students get the information and support they need to be successful.

Share Your Story

As an HSF alum, you can use your own powerful story of opportunity and achievement to inspire others. Motivate high school students and families by speaking in your community or at an HSF event, give current college students guidance to succeed, or share your story online.

Spread the Word

Share our *Your Words Today* multimedia campaign with your community. As an HSF alum, you know the challenges many families face in getting to college. Assist us in reaching more Latino parents with free bilingual resources to help their child reach college.



"I was shocked to learn about the high drop-out rate for Hispanic high school students, especially given how important this population is to our future! I do all I can to help Hispanic students get to college and all the opportunities it brings."

Jasmine Rezai
National Sales Manager
Telemundo
HSF Scholar: '92, '93



Share Your Story

You overcame the challenge of getting to and through college. You have been successful in your career and in your community. There are students and young professionals across the country who are just getting started and need to know that success is possible. As an HSF alum, you have an opportunity to inspire them with your story.

Speak at an HSF event

Register for HSF signature outreach events Steps for Success Saturdays and Town Hall Meetings and connect with area high school students and their families as they seek information and insights about college. Visit the Alumni section of HSF.net to view a list of upcoming Outreach events.

Become a Scholar Chapter Advisor

HSF has Chapters at colleges across the country focused on helping members be successful in school and in their careers. Share your experience and help these students think about how they can prepare for their careers, or help support their community. You can support an existing Scholar Chapter by attending a social event or speaking on a career panel. Visit the Alumni section of HSF.net to view a list of upcoming Scholar Chapter events. We currently have more than 30 Scholar Chapters at campuses around the country, so there's likely to be one near you. If you don't see a Scholar Chapter at your alma mater, fundraise to help start a new chapter. We can work with you.

Speak in your community

Reach out to schools and organizations in your own community and share information about college achievement, the challenges facing the Hispanic community and the opportunities we all must help make possible. We've compiled tips and tools to be a great public speaker (if you need them) in Appendices D, E and F, including: tips for booking a speech, ideas for preparing a presentation, and talking points. Visit hsf.net/getinvolved to download a PowerPoint presentation template and a handout to share with the audience.

Share your story online

Your path to success can inspire others to believe in their dreams and feel confident about overcoming challenges to get there. Share your story with HSF and be a role model to students and families as well as other alumni. Your tale may be featured on our website, in Opportunity Knocks (our alumni newsletter), in the media, or in materials for youth, current HSF scholars and alumni. Share your story when you register for the HSF Alumni Network at HSF.net. Update your story anytime.



Spread the Word about *Your Words Today*

While most Latino parents recognize the importance of college for their children, two-thirds don't have the knowledge and tools to help. Many parents believe that college is out of reach for their children because it is too expensive. But HSF alumni know that by seeking out the right resources and opportunities, college is possible.

HSF launched *Your Words Today*, a nationwide public awareness campaign, to provide free bilingual resources to assist parents in understanding more about college and encourage them to play a greater role in their children's education.

Connect others to the campaign or host a screening party, and help show that parents are instrumental in helping their children go to and graduate from college.

Here's a checklist of materials available to get you started:

- Visit YourWordsToday.org to download the free campaign DVD and learn more about the campaign.
- Go to HSF.net/getinvolved to download a flyer you can use to help advertise the campaign to Latino parents. You will also find a link in the Spread the Word section to a video overview of the campaign which you can use to present to others about *Your Words Today*.
- Take a copy of the *Your Words Today* DVD and flyer to a school in your area to raise awareness about the free bilingual resources available. While you're there, offer to come back and speak to a classroom or parent group to share your own experience. Review our Community Speaking Toolkit (Appendices D, E and F) to learn more about speaking in your community.
- Host a screening party of the *Your Words Today* DVD for Latino parents at a local organization or church. See Appendix B for tips on hosting a screening party.



Fundraise

For every scholarship HSF awards, there are four deserving students we don't have the funds to help. Invest in the future of an individual student and in the Hispanic community. Help send more students to college, and give others access to the same opportunities you received.

Visit HSF.net to make a gift today. Or take part in one of the following activities:

Alumni Scholarships

Gather your friends and challenge each other to support HSF. You can take part in fun and meaningful activities throughout the year that can be maximized to make a greater impact in our communities.

Opening Doors

Connect HSF to your employer. HSF works with businesses to strengthen America's workforce. Help your company enhance staff diversity goals, build a well-educated workforce, assist with public relations and corporate social responsibility goals, and change the college-going culture of the Hispanic community.



"The scholarships I received were like a passport that allowed my family and me to improve our quality of life."

Fortunato Tapia
Senior Community Outreach Organizer
Los Angeles Unified School District
Scholarships: '95, '96, '97



HSF scholarships enable students to offset tuition costs, books, meals, lodging or other school expenses that are a big part of being in school. Learn how you can help.

Alumni Scholarship Fund

We've launched a special Alumni Scholarship Fund for deserving students we couldn't reach through our existing scholarship programs due to lack of funds. As a contributor to the Alumni Scholarship Fund, you'll receive special recognition when the scholarships are awarded. Plus, when you support the Alumni Scholarship Fund before October 15, 2010, HSF will match your contribution dollar-for-dollar. And make an even greater impact by getting your company to match your gift!

Donate on your own, or make it a team effort with friends, colleagues or HSF Alumni Chapter members. Turn everyday activities such as cheering on your local sports team, participating in an organized walk or hosting a get together into fundraising opportunities. Group fundraising is easy to organize using sites like Facebook. Here are some ideas to get started.

- Encourage your friends to donate \$5 per kilometer if you are running in a local marathon, and make it known that you are donating all the proceeds to the HSF Alumni Scholarship Program. Use our letter of support (Appendix C) to share with your group.
- Challenge your opponents in the local sports league – it doesn't matter if it's bowling, baseball or shuffleboard – to a fundraising duel. The loser donates to the other's cause. And if your league has cash prizes or end-of-season payouts, perhaps you could donate that to the Alumni Scholarship Fund.
- Encourage your neighbors to hold a community garage sale, and combine the proceeds to support the Alumni Scholarship Fund. They might be a little less sentimental about their old stuff when they know it could be traded for an opportunity for a Hispanic student to attend college. It's a great excuse to reduce clutter, and you can reward the family with the highest sales with something fun and enticing – offer to wash their car or to mow their yard for a month.
- Getting married? Ask your guests to help support Hispanic educational achievement in lieu of a registry for gifts you don't want or need.



Create Your Own Named Scholarship

Want to make a more personal contribution? Create and name your own scholarship. Whether you fund it yourself or gather friends, family, co-workers or your employer together, a named scholarship will allow you to make a meaningful difference in a student's life. By creating a scholarship through HSF you will have a partner you can trust to manage your funds responsibly.

Named scholarships start at \$2,500 and you can set the award criteria (such as a student in your city, or studying in a related field). To get started, set a goal and approach your other HSF Alumni, friends and colleagues to support you. Review our Community Speaking Toolkit (Appendices D, E and F) to help you answer questions, and check HSF's Facebook page at www.facebook.com/HSFAlumni for the latest news you can use to inspire your group.

As you approach your goal, contact HSF for more information on how to complete the process.



Open Doors

HSF partners with many businesses – including over half of the Fortune 100 – as they seek to support the next generation of Hispanic leaders and workers. You can view profiles of some of HSF’s top corporate donors on HSF.net.

If your employer participates in corporate philanthropy or is interested in preparing a well-educated workforce, we want to get to know them. Help HSF make a connection. A great place to start is with your human resources, public relations, marketing, social responsibility or public affairs department.

To get started, make sure you’ve completed your Alumni Network registration, and provide your employer information. Think your company might be interested in supporting HSF through a cause marketing or charitable program? Mention this in your story or contact the HSF development officer in your region. A list of officers can be found at HSF.net/getinvolved.

If you’d like to talk to your employer about HSF, you can download our PowerPoint presentation at HSF.net/getinvolved to provide background on the educational challenge our community faces.

Tell us how your organization responds. We always seek feedback to help us strengthen our outreach efforts, and in some cases we may even reach out to you to discuss ways we can help strengthen and personalize a request.



APPENDIX A

How to Use Social Media to Connect with HSF Alumni

Join or Set Up an HSF Alumni Chapter in Facebook:

1. If you're not already signed up for Facebook, create a new account.
2. Visit the HSF Alumni Network Facebook page and click "Like" to join the page.
3. Click on the Alumni Groups tab to see if your chapter already exists. If it does, click "Like" to sign up for that chapter.
4. If your alumni chapter doesn't exist yet, set up a new group.
 - On the left sidebar, click on "Ads and pages." This will bring you to a screen that lists all the pages you administer.
 - At the top of this page, you'll see a button that says "Create Page."
 - Facebook will ask you a few basic questions. Make sure to use the phrase "HSF Alumni Chapter" in your page name so we can find you.
 - Some examples might be: "HSF Alumni Chapter of San Francisco, CA" or "HSF Alumni Chapter of Engineering Professionals."
5. Once your group is set up, post a message to the HSF Alumni Network Wall to announce the chapter and recruit new members.
6. We'll add you to our Alumni Groups, so that other HSF alumni that match your chapter description can join you.



APPENDIX B

How to Organize Your Own Event

1. If you're part of an HSF Alumni Chapter, enlist other members to help plan the event. It's a great opportunity to work together and get to know one another in person.
2. Choose a date, time and place that would be convenient for most of your guests. Often these events are held right before or after work. When you think about location, look for a spot that's fun and easy for your guests to get to. It could be as formal as a hotel or convention center room, or as informal as your living room. You could also choose a restaurant or lounge. Note: At this time, HSF is not able to provide reimbursement for expenses.

Consider ordering free copies of the *Your Words Today* DVD from HSF to have on hand and distribute to your guests. The DVD contains great resources and important facts about Hispanic education. You could also choose to simply use the event as an opportunity for people to meet each other in the community, and encourage guests to order their own DVD to learn more.

3. Invite your guests! Announce your event to your Alumni Chapter, post information to your social networks, and send e-mail invitations to your own network of professionals who may be interested in this topic.
4. Download our Community Speaking Toolkit to receive talking points about HSF and the importance of advancing college attainment for Hispanic students. You may use these facts in any prepared remarks you plan to give to the group.
5. Arrive early to make sure the room is set up appropriately for your guests. Make sure there will be enough food and beverages on hand.
6. Have fun!
7. After the event, thank your guests for coming, and tell us how it went. How did the planning go? How many people attended? Did they find the event to be useful? If something worked well, we'll help other alumni try it too. Likewise, if something was less successful, we'll use that feedback to improve the experience for other alumni.



APPENDIX C

Letter of Support

Dear friends,

Thank you for your interest in the Hispanic Scholarship Fund. Our mission is to strengthen America by advancing the college education of Hispanic Americans. Your support is truly critical to the success of our country.

HSF is the nation's leading organization supporting Hispanic higher education. Since 1975, HSF has awarded over \$300 million, resulting in close to 100,000 scholarships to students in need. Out of every dollar raised, 93 cents goes directly to scholarships, education and outreach programs that benefit students.

HSF's work is of national importance. Currently, 39 percent of all U.S. adults have a college degree compared to only 19 percent in the Latino community. Prominent decision-makers, including the Obama administration along with major national foundations and organizations, have established a goal to increase that number to 60 percent by 2025. Given the growth of the Latino population, that goal must undoubtedly take them into account.

HSF applauds your efforts to raise awareness of this growing challenge, and we appreciate your dedication to helping us close the Hispanic achievement gap.

Sincerely,

The HSF Alumni Network



APPENDIX D

Tips for Booking a Speaking Engagement

1. Make a list of groups you plan to approach, such as your local high school, Chamber of Commerce, Rotary Club, your church or professional associations.
2. Identify a contact person for each organization.
3. Approach each organization you have identified and ask when they have speaking opportunities throughout the year.
4. Meet with the contact person. Tell them:
 - About the educational achievement gap
 - How their organization can help HSF close the degree attainment gap
 - Your story and a summary of what you would say in your presentation
5. If they want you to present to their organization or group:
 - Designate a time and date; determine the duration of the meeting and how long your speech should be
 - Find out how many other people will be presenting to the audience
 - Get a description of who will be in the audience, i.e., what organizations will be represented and important people you should acknowledge
 - Ask whether it would be appropriate to use the HSF PowerPoint. If not, review the talking points again
 - Confirm your presentation one week in advance and again to confirm the date and time two to three days in advance
 - Be sure you determine the projection, technical and microphone capabilities of the location so that you have what you need
 - Finally, thank the people you have been talking to for allowing you to share your story with their organization and audiences
6. If a contact person is undecided on booking a speaking engagement, leave your information let them know you will follow up in a couple days.
7. If they don't have any availability for speaking engagements, ask if they can help you spread the word through any of the other materials or events.
8. Thank them for their time.



APPENDIX E

How to Prepare and Adapt a Presentation

It is important to acknowledge why a particular audience should care about closing the Hispanic college achievement gap. The following are some tips to consider when adapting your speech.

Step 1: Understand your audience

- Who are you speaking to?
- What about Hispanic education is particularly important to them?
 - Economic growth
 - Success for our nation's youth
 - Equal access to opportunity and workplace diversity
 - Creating an educated workforce for the future
- What are their needs?
- How does this subject affect them?
- Why does this group need to hear from you?
- Why would they listen to you?

Step 2: Prepare bullet points and an introduction that will engage your audience

Share a personal anecdote. Then review the talking points to identify a message that would be most appropriate to highlight. See below for a sample presentation outline and talking points.

Step 3: Speak in a way your audience can understand

When speaking to associations, community groups, clubs, churches and other groups, ask if they are called clients, members, associates, delegates, etc. Pick up a sample newsletter or brochure to get a better sense of how they view themselves and their mission. Use the appropriate language and terminology to help connect with your audience. When speaking to students, know the age group you will be presenting to, and use age-appropriate language and anecdotes they understand and can relate to. Ask the teacher for help if you are unsure.

Presentation Template

Use the following outline to get started with preparing your presentation. Feel free to customize this to fit your own story and the audience you are presenting to.

1. Introduce yourself by name and thank your hosts. Acknowledge any special guests in the audience (if appropriate).



2. Tell a little about where you are in your career: your job title, employer, college alma mater, degree(s) you've earned.
3. Describe the road you traveled to get where you are today. It wasn't always easy! Give a personal anecdote about a specific challenge you faced (either to get to college or while you were in college), how you struggled to overcome it, and how you succeeded thanks to hard work and a helping hand from those around you.
4. Emphasize that many Latino students do not have access to the same opportunities you had. Latinos have the lowest high school and college completion rates of any racial or ethnic group.
5. This is a national issue that affects us all.
 - a. America's long-term economic security and social stability require that we break this cycle of under-education.
 - b. With the U.S. facing increasingly stiff global competition, the nation needs a strong professional workforce that can contribute innovations essential to keeping America at the forefront of the international economy.
 - c. With a college education, Hispanics can help the nation meet the challenges it faces.
6. But how do we do this?
 - a. Talk about a mentor in your life who helped you gain the skills and confidence you needed to succeed.
 - b. Talk about your scholarship from HSF and any other support you received.
7. Show the *Your Words Today* DVD. As appropriate, use HSF talking points to boost your presentation.
8. Close with a call to action. Depending on your audience, this may include:
 - a. (For parents and students) College really is attainable. Help and financial aid is out there. Visit HSF.net to learn more about the application process and resources that help you succeed.
 - b. (For community groups and businesses) We have an obligation to support our community. If we can work together to reach more parents and students with this information, we can truly make a difference. Visit yourwordstoday.org to order a DVD and share it with those you know. I also encourage you to visit HSF.net and make a donation. You can trust that your gift will make a difference in this important challenge.
9. Post an announcement on the HSF Alumni Facebook page to share how it went!



APPENDIX F

HSF Talking Points

What is Hispanic Scholarship Fund?

- HSF is the nation's leading organization supporting Hispanic higher education, providing more educational outreach and scholarship programs to the Hispanic community than any other organization.
- HSF's mission is to strengthen America by advancing the college education of Hispanic Americans. HSF will achieve this mission by increasing the rate of Hispanics earning a college degree.

Why is HSF's work important?

- *It's a national priority...*
 - Currently, 39% of U.S. adults have a college degree. Prominent decision-makers, including the federal administration along with major national foundations and organizations, have established a goal to increase that number to 60% by 2025. Given the growth of the Latino population, that goal must undoubtedly take them into account.
- *It's a growing population...*
 - Latinos currently represent 15% of the U.S. population, or 50 million people, and they are projected to represent 28% by 2050, or 128 million people.
 - Latinos make up about one in five public school students in the United States. The vast majority of them (84%) were born in the U.S.
- *Latinos have a disproportionately high dropout rate and low college completion rate...*
 - 30% of all high school dropouts are Latino students.
 - 13% of Latinos (ages 26-65) have a BA degree, compared to 17% for African Americans and 30% for the white population.
- *Latino parents know college is important, but they don't have the knowledge to guide their children to success...*
 - Nine in ten Latino parents agree that the way to a good job and a comfortable lifestyle is through a college degree.
 - More than three-quarters (77%) of Latinos ages 16 to 25 say their parents think going to college is the most important thing to do after high school.
 - Six in ten Latinos who have gone to college rank their parents as being the most influential people in their decision to continue their schooling.
 - Studies have shown that over 65% of Latino parents do not have the knowledge to guide their children as they seek to apply and enroll in college.



How does HSF help?

- Since 1975, HSF has awarded over \$300M resulting in close to 100,000 scholarships to students in need.
- HSF has grown steadily and now provides over 4,600 scholarships a year totaling close to \$28M annually.
- 80% of HSF scholars graduate college within five and one-half years as compared to only 50% of the general population.
- Since 1999, HSF has provided direct college-access and outreach programs to 200,000 parents and K-12 students at 1,100 workshops and indirectly to millions via publications and websites.
- HSF supports academic achievement and professional development for Latino college students through over 30 Scholar Chapters on campuses across the country.
- Out of every dollar raised, 93 cents goes directly to scholarship, education and outreach programs that benefit students.
- More than 50 of the nation's Fortune 100 companies have chosen to invest in HSF.
- HSF consistently receives an "A" rating from the American Institute of Philanthropy's Charity Rating & Watchdog Report.

Ayuda a tu hijo a ir a la universidad.

ORDENA ESTE DVD GRATUITO*.

Incluye:

- Mensaje especial de María Elena Salinas
- Novelas Educativas™
- Recursos e información:
 - Acerca de la universidad
 - Cómo prepararse
 - Cómo pagar



**Ordena tu DVD
gratis hoy.**

Llama al 1-877-HSF-8711,
o ve a www.TusPalabrasdeHoy.org/dvd

*Disponible hasta agotar existencias.

Help your child go to college.

ORDER THIS FREE DVD*.

Includes:

- Special message by María Elena Salinas
- Novelas Educativas™
- Resources and information:
 - About college
 - Preparing for college
 - Paying for college



Order your free DVD today.

Go to www.YourWordsToday.org/dvd
or call 1-877-HSF-8711

*Available while supplies last.