



# ANGEL SCHOLARSHIP FUND

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**ASF AMBASSADORS CHECK IN CALL**  
**OCTOBER 17, 2023, 3:00 PM**

# MEETING TOPICS

- 1. Prayer**
- 2. ASF/CCF/DoC Updates**
- 3. ASF Marketing**
- 4. Open Forum**
- 5. Reminders**

# ASF/CCF/ DOC UPDATES

What you need to know- Current ASF Totals (as of 10/16/23):

- Committed: \$677,000
- Donors: 669
- 2023 totals behind 2022 by ~\$125,000, due to-
  - delayed local marketing efforts this year, and changes to Ed-Choice eligibility



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# ASF/CCF/ DOC UPDATES

- **What you need to know: State Tax Credits**

- The scholarship tax credit program **does not** affect public education in any way. It is a credit. It just means less money to the state on the inbound, just as when tax rates are lowered or a tax break is offered. In other words, it's not deducted from anywhere.
- Vouchers are not deducted from any public districts anymore either - they are a separately funded item ever since that changed in July 2021. There are no financial deductions from the home district when a resident chooses a scholarship instead.
- For context, the state's budget is more than \$80 billion annually, with just under \$13 billion going toward education, the 2nd largest buckets of funding after public welfare programs (Medicare, Medicaid, etc.). This program is very small by comparison.



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# ASF/CCF/ DOC UPDATES

- **What you need to know: Ed Choice**

- These scholarships are paid for by state revenues and do not impact the public school funds generated from local tax revenues, of which every dollar will remain with the local districts.
- The state's funding, up to the limit of the scholarship amount, will follow the pupil, funding students where they are educated.
- All local taxes still stay with the local public district, even if they have fewer students to educate.
- The scholarships are funded only by the state's share of the funding formula, which is supported by all of our taxes.



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**For more info, see: ASF Ambassadors Web Page- School Choice FAQ**

# ASF MARKETING

## AMBASSADOR TOOLKIT

### AMBASSADOR TOOLKIT

#### Our Program



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#### Who are we?

ASF Ambassadors are volunteers who play an integral role in growing the Angel Scholarship Fund (ASF).

#### What do we do?

ASF Ambassadors work in partnership with the Catholic Community Foundation; the Diocese of Cleveland; and Parish and School staffs to secure local support for the Angel Scholarship Fund.

Every Ambassador

- Personally supports ASF with a Scholarship Tax Credit contribution.
- Participates in ASF Ambassador meetings.
- Participates in planning and implementing a local outreach/marketing plan.
- Encourages all Ohio state taxpayers to financially support ASF.
- Participates in and hosts ASF informational/cultivation events.



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# ASF MARKETING

CUSTOMIZABLE PRESENTATION



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# ASF MARKETING VIDEOS

- NEW Bishop Malesic
- 4 Onsite videos
  - Holy Name HS, St. Albert the Great, St. Barnabas, Lake Catholic HS
- 11 Photo videos
  - St. Paschal Baylon, Holy Name HS, St. Ambrose Elyria Catholic, Lake Catholic, St. Anslem, St. Angela Merici, St. Francis Xavier, St. Gabriel, Villa Angela St. Joseph HS, St. Columbkille, St. Helen



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# ASF MARKETING CUSTOMIZABLE POSTCARD



CHOOSE TO SUPPORT YOUR



and



ALL CONTRIBUTIONS MADE BY DEC. 31ST WILL BE AWARDED AS 2024 ANGEL SCHOLARSHIPS

DONATE today



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# ASF MARKETING COMMUNICATIONS

- ASF Postcard Lybunt Mailing- October 12 (Q=3,700)
- ASF Postcard Lybunt Email- November 1 (Q=3,700)
- ASF Buckslip- CCF Pledge Reminders (Q=5,000)
- ASF December Push
- December 1- Bp Malesic Video Email (Q=50,000)
- December 15- Explainer Video Email (Q=50,000)
- December 26- Year-end Email (Q=50,000)



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# OPEN FORUM

- Around the Horn!
  - Outreach updates, good news stories
- Comments/Questions
- Information/Support Needed



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# REMINDERS

- ASF September Newsletter- week of 10/23
- New ASF Ambassadors are Welcome
- **Next meeting**
  - **November 16th, 3:00pm - Zoom**



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