



WELLS
FARGO



Creating a **College-Bound** Nation

2017 Media Kit



Creating a College-Bound Nation

#GoCollegeNow / #GetCollegeReady Media Kit

Wells Fargo is dedicated to helping students fulfill their dreams of attending college by empowering them with meaningful information, tools, and resources to make informed decisions.

Using this media kit:

Wells Fargo is pleased to offer sharable content to support partnership efforts in creating a college-bound nation. Help spread the word about these free college-planning tools and resources with your students, readers and employees. **Use #GoCollegeNow or #GetCollegeReady to join the social conversation.**

Tuition Funding Sources – Free Scholarship search engine

Website content:

Over 7 million scholarships totaling more than \$41 billion to help pay for college. Visit www.tuitionfundingsources.com to learn more.

Tuition costs are rising, visit www.tuitionfundingsources.com for free access to more than 7 million scholarships totaling more than \$41 BILLION.



Social media messages:

Access over 7 million scholarships and \$41 BILLION in funding at <https://www.tuitionfundingsources.com>. @TFSScholarships #GoCollegeNow [Insert image below]

Follow @TFSScholarships to get info on their "Scholarship Of The Day." Learn more at <https://www.tuitionfundingsources.com>. @TFSScholarships #GoCollegeNow

Search millions of scholarships for free at <https://www.tuitionfundingsources.com>. @TFSScholarships #GoCollegeNow [Insert image below]

Looking for scholarships? Access the largest college scholarship database in the US for free at <https://www.tuitionfundingsources.com>. @TFSScholarships #GoCollegeNow [Insert image below]

Free Scholarship Information

National average: **\$23,688** spent annually on college per family

Tuition Funding Sources can help connect you with

Visit tuitionfundingsources.com for access to more than 7 million available scholarships, and cover more college expenses.

\$41 BILLION in scholarship opportunities

How America Pays for College 2016, Sallie Mae's National Study of College Students and Parents

Go College! Now – First Generation College Bound Resources

Website content:

Whether you're a first-generation college student or not, prepare for tomorrow's workforce today with college-planning resources at <http://www.gocollegenow.org/>.

Watch the award-winning *First Generation* documentary and prepare for college at <http://www.gocollegenow.org/>.

The U.S. is on track to be 24 million college degrees short of what the economy needs by 2025. To view and share additional statistics about first generations students visit <http://www.gocollegenow.org/statistics>.



Social media messages:

Involved in your community? Host a screening to empower students to pursue their college degree. <http://www.gocollegenow.org>. @FirstGenFilm #GoCollegeNow
[Insert image below]

If someone inspired you to attend college, can you inspire someone else? Learn how at <http://www.gocollegenow.org>. @FirstGenFilm #GoCollegeNow
[Insert image below]

"Take The Pledge" to help First Generation college students. Learn more at <http://www.gocollegenow.org>. @FirstGenFilm #GoCollegeNow
[Insert image below]

You have the power to make a difference in a student's life and @FirstGenFilm can show you how. Learn more: <http://www.gocollegenow.org> #GoCollegeNow
[Insert image below]

Whether you're a first-generation college student or not, access free college-planning resources at <http://www.gocollegenow.org>. @FirstGenFilm #GoCollegeNow
[Insert image below]

Watch *First Generation* documentary chronicling 4 low-income students who are first in their families to go to college at <http://www.gocollegenow.org>. @FirstGenFilm #GoCollegeNow
[Insert image below]



Bureau of Labor Statistics data for 2015; Published April 5, 2016.

Get College ReadySM

Website content:

Wells Fargo's *Get College Ready* site offers helpful resources to provide families with information on paying for college, managing money, and building credit for the future – including a digital tracker that allows you to navigate and customize your *Get College Ready* to-dos. wellsfargo.com/getcollegeready



Social media messages:

What does it take to plan for college? @WellsFargo's new #GetCollegeReady Tracker tool offers great advice. <http://ow.ly/c6X530b2Wew>
[Insert one of the images below]

If you need help with college planning, check out @WellsFargo's new #GetCollegeReady Tracker. <http://ow.ly/c6X530b2Wew>
[Insert one of the images below]

College-bound students and their parents can benefit from @WellsFargo's new #GetCollegeReady Tracker. <http://ow.ly/c6X530b2Wew>
[Insert one of the images below]

There's no other #collegeprep resource like @WellsFargo's new #GetCollegeReady Tracker. <http://ow.ly/c6X530b2Wew>
[Insert one of the images below]



Your 5-Step Guide to Paying for College eBook and video

Website content:

Estimate your education costs, and understand the different options available to help you pay for them. wellsfargo.com/fivesteps
[Insert image below]

Social media message:

Demystify financial aid and get the money you need for college in five simple steps. #GoCollegeNow [Watch the video.](#)
[Insert image below]

\$150 BILLION
in federal student aid is available

5
Step Guide

make it yours

Demystify financial aid, and get the money you need for college in five simple steps. Go to wellsfargo.com/fivesteps.

The Guide to Federal Student Aid 2016–17

Repaying your Private Student Loans

Website content:

Thinking about consolidating multiple private student loans or refinancing a single loan? Watch and learn how student loan consolidation can help your future take flight. [Watch the video.](#)



Social media message:

Thinking about consolidating multiple private student loans or refinancing a single loan? #GoCollegeNow Watch and learn how student loan consolidation can help your future take flight. [Watch the video.](#)



Interested in more information:

Interested in more information or have questions? Our experienced *Consultants* are ready to answer questions about planning and paying for college so students feel confident about their choices. **1-800-456-1551 or visit wellsfargo.com/student**