

# what if...?

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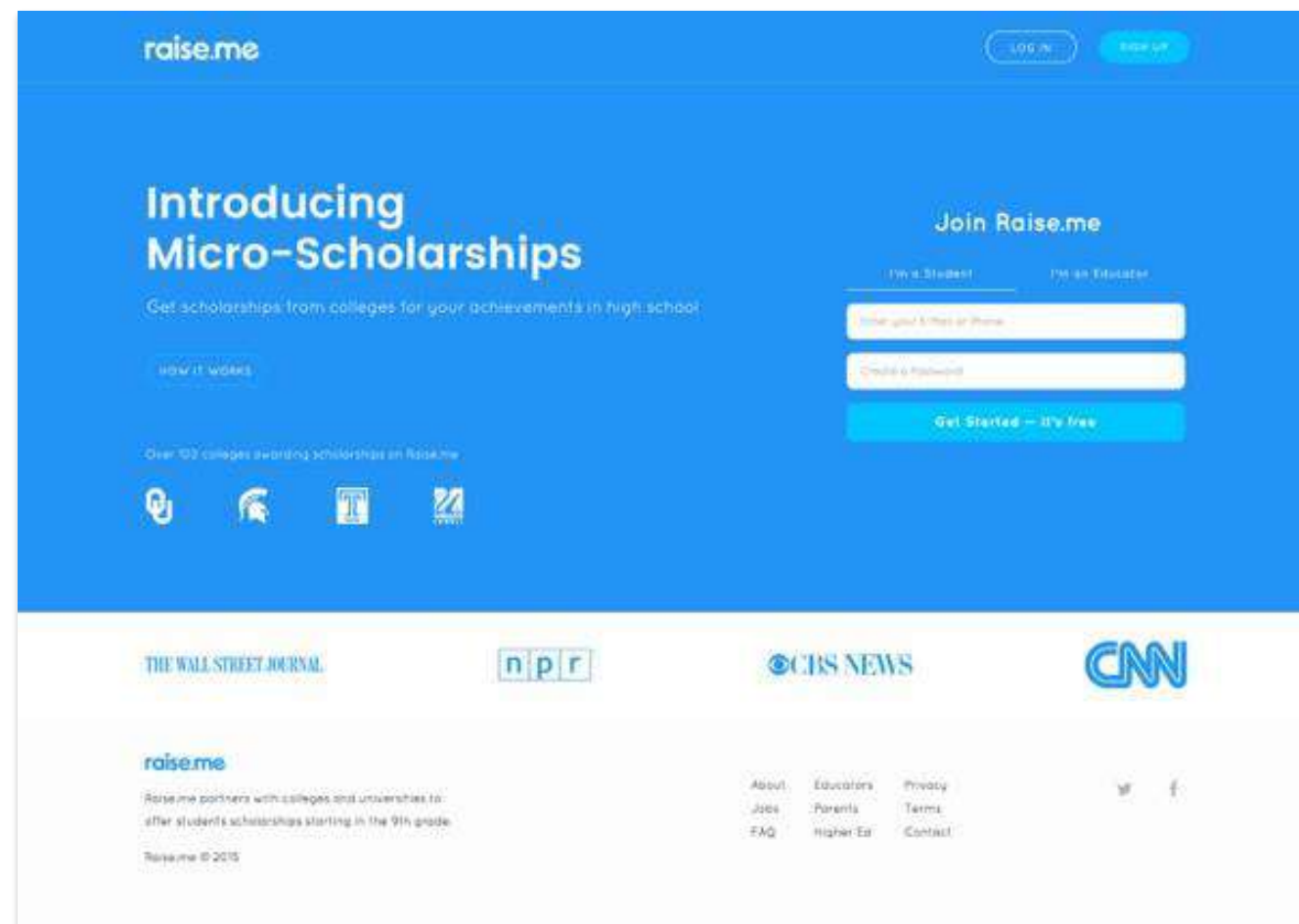
You could earn scholarship money for college every time you got a good grade in highschool?

You could also earn money for playing sports, participating in school clubs, being a leader, volunteering in the community, and more?



# now, you can

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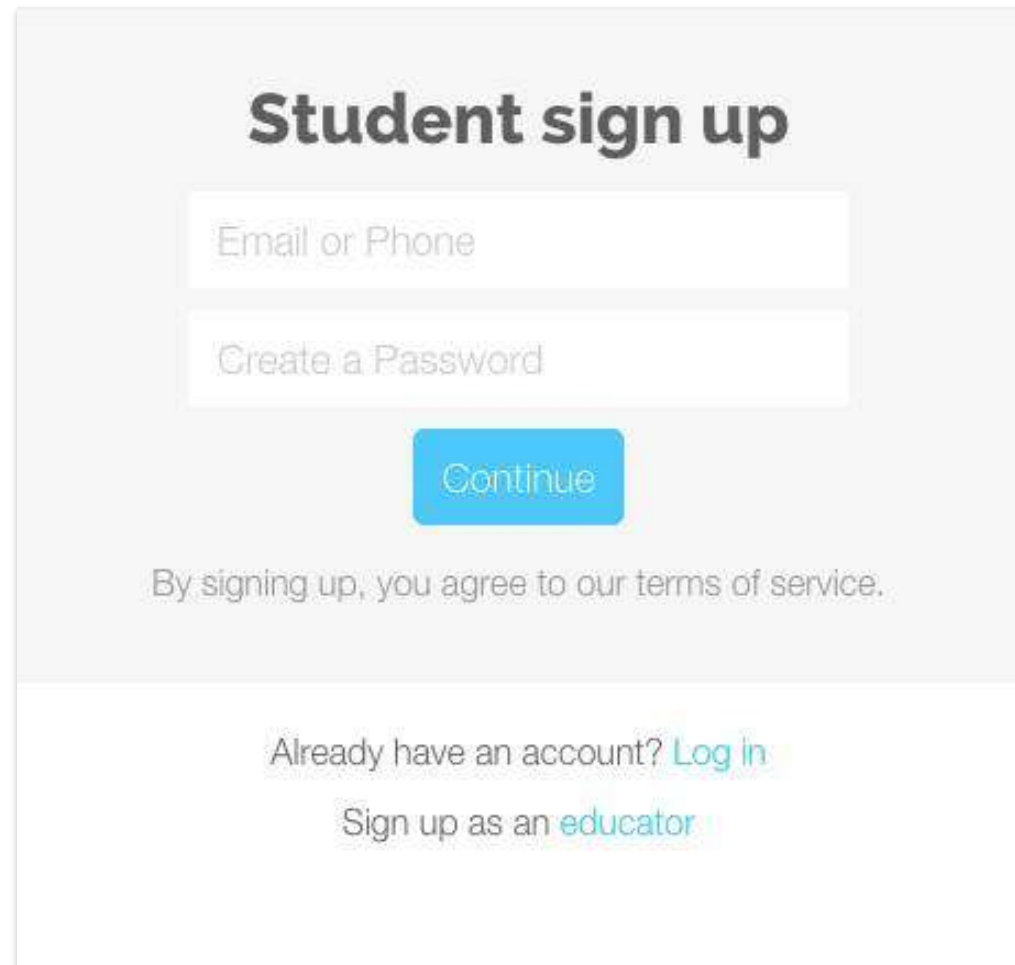
You can earn money (scholarships) to pay for college by doing things that will improve your chances of getting into many colleges and universities. Every time you achieve a goal like getting good grades or doing extracurricular activities, you can earn micro-scholarships that begin adding up as early as 9th grade.

Raise.me lets you keep track of your achievements and the money you earn in the form of micro-scholarships —and helps you learn what you can do to earn even more at many colleges and universities.

Let's get started by having you earn your first micro-scholarship!

# let's sign up

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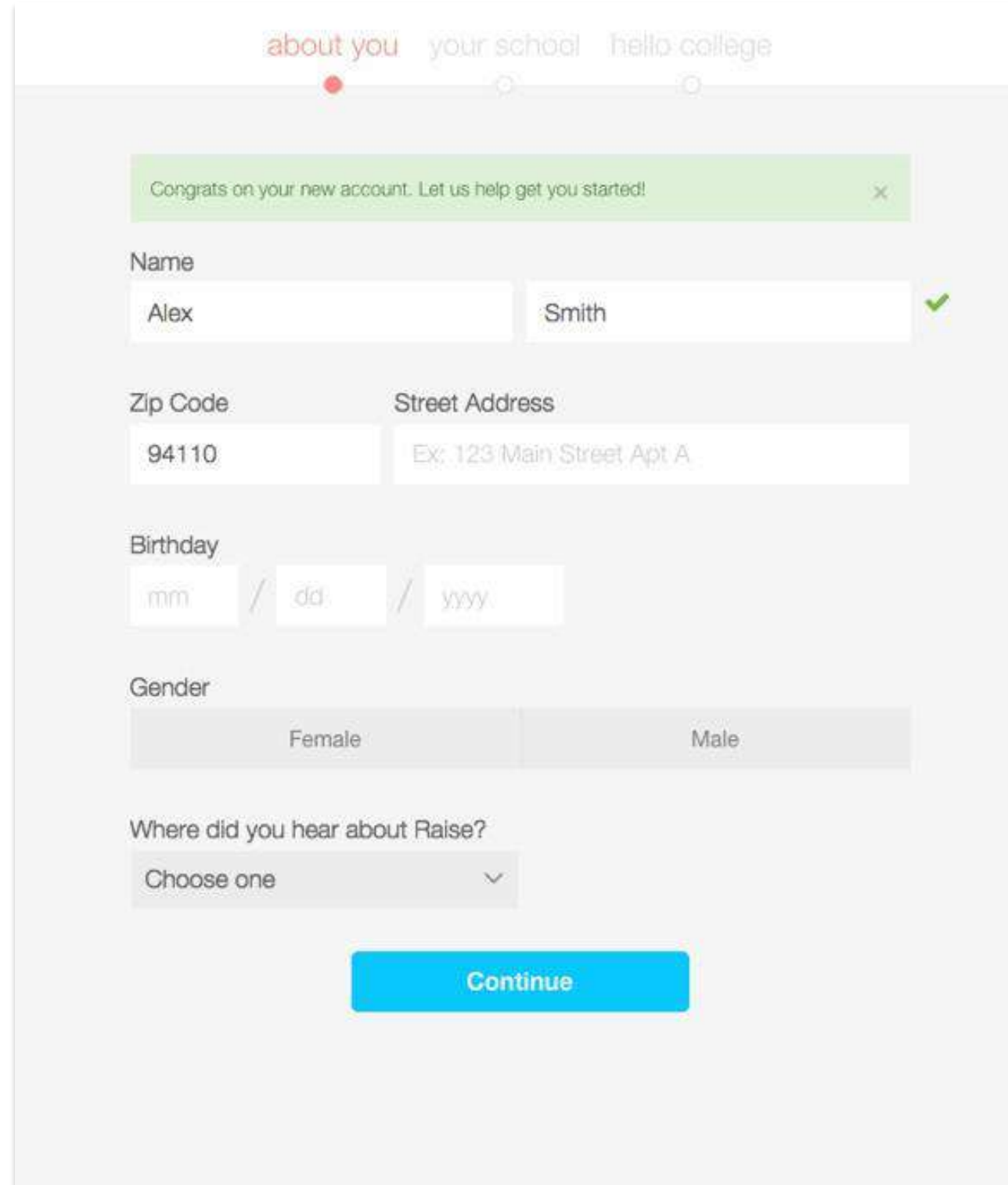


The screenshot shows a 'Student sign up' form. It has a title 'Student sign up' in bold. Below the title are two input fields: 'Email or Phone' and 'Create a Password'. A blue 'Continue' button is positioned below the password field. Under the button, there is a line of text: 'By signing up, you agree to our terms of service.' At the bottom of the form, there are two links: 'Already have an account? Log in' and 'Sign up as an educator'.

1. Go to <http://www.raise.me/signup>
2. Make sure you're seeing the page that says "Student sign up". (If not, go to [www.raise.me](http://www.raise.me) & make sure you've selected the page that says "Students" at the top, and click "Join" in the top right corner)
3. Enter your email address & a password you will remember
4. Click "Continue"...

# about you

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The screenshot shows a web form titled "about you" with a progress indicator at the top showing three steps: "about you" (active), "your school", and "hello college". A green notification banner at the top says "Congrats on your new account. Let us help get you started!". The form fields are as follows:

- Name:** Two text boxes containing "Alex" and "Smith", followed by a green checkmark.
- Zip Code:** A text box containing "94110".
- Street Address:** A text box containing "Ex: 123 Main Street Apt A".
- Birthday:** Three text boxes for "mm", "dd", and "yyyy" separated by slashes.
- Gender:** Two radio buttons labeled "Female" and "Male".
- Where did you hear about Raise?:** A dropdown menu with "Choose one" and a downward arrow.
- Continue:** A large blue button at the bottom.

1. Once you log in, you will immediately see a page where you will fill out basic details like your name, address, birthday, gender, and where you heard about Raise.me.
2. This information will be a part of your student profile that you're creating to start earning micro-scholarships.
3. Click "Continue"...

# add your high school

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The screenshot shows a web form titled 'add your high school'. At the top, there are three tabs: 'about you', 'your school' (which is active and highlighted with a red dot), and 'hello college'. Below the tabs, the form has three sections, each with a green checkmark indicating successful completion:

- High School:** A text input field containing 'Raise High, San Francisco, CA' and a small grey button with a question mark '?' to the right.
- Select how often you get report cards (not including progress reports):** Four radio button options: 'Quarters 4 times per year', 'Trimesters 3 times per year', 'Semesters 2 times per year', and 'Annually 1 time per year'. The 'Annually' option is selected.
- Select year you plan to graduate:** Five radio button options for the years 2016, 2017, 2018, 2019, and 2020. The '2017' option is selected.

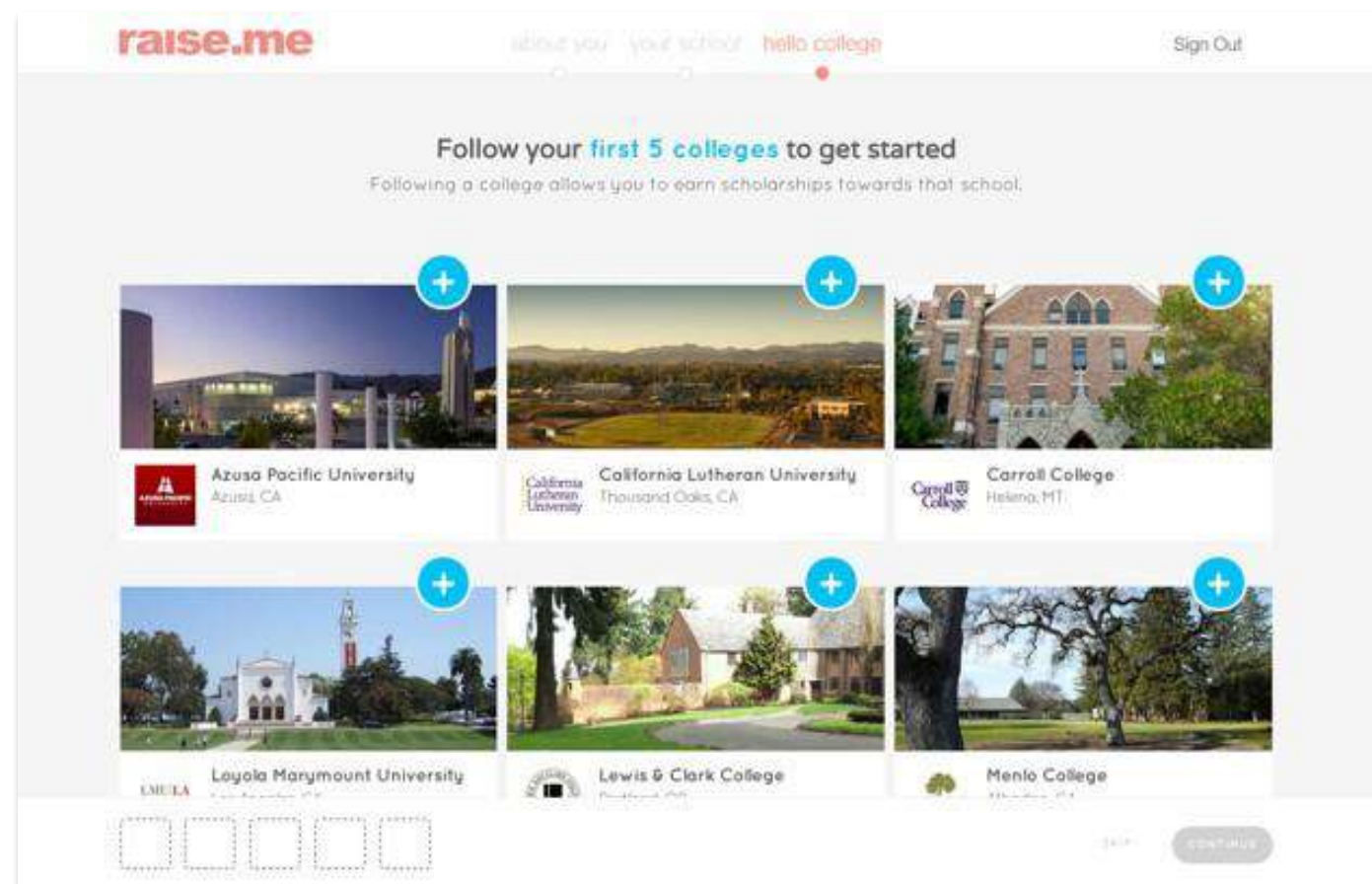
At the bottom of the form is a large blue button labeled 'Continue'.

1. Type in the name of your high school (you can click on the “?” button to help with your search).
2. Select how often you receive report cards, and indicate the year you plan to graduate from high school.
3. Click “Continue”...

# hello, college!

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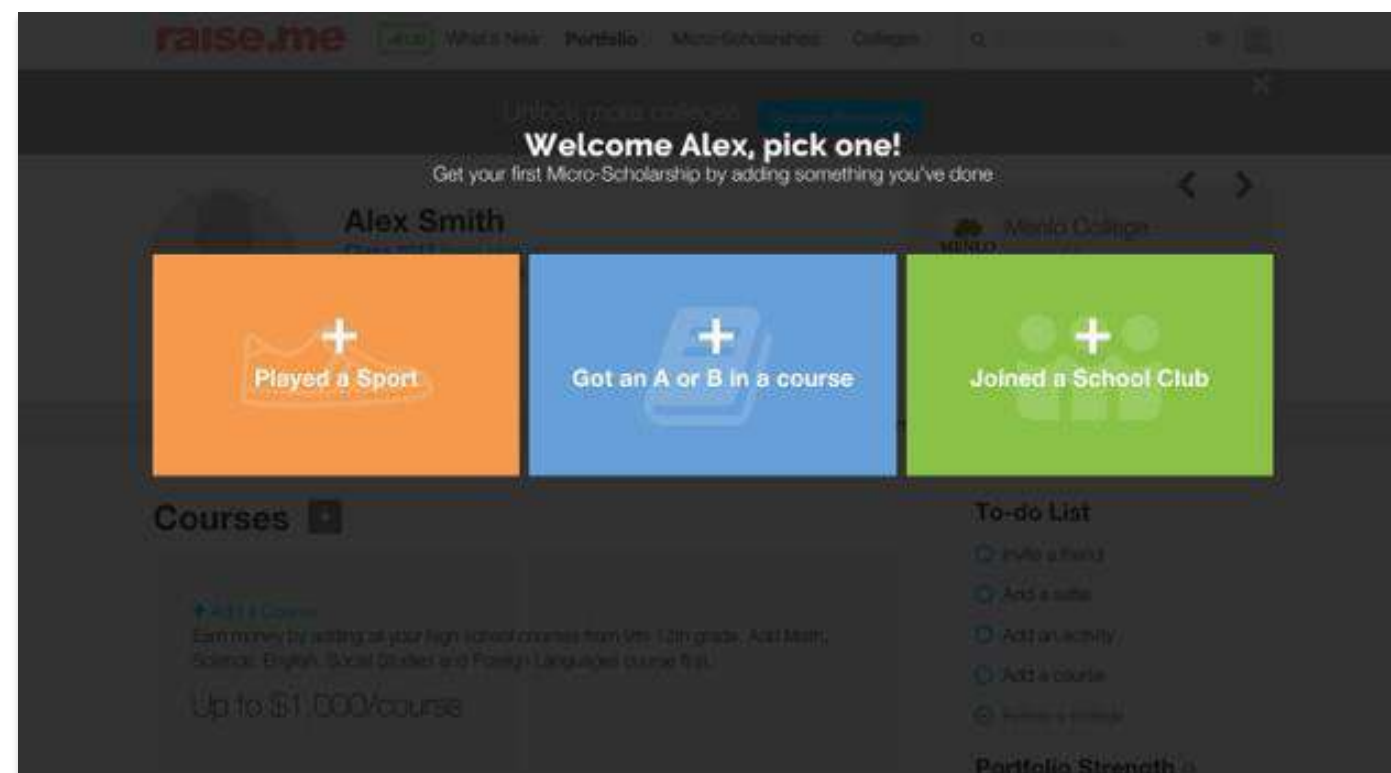
- You're now ready to follow colleges! To get started, we've shown you a few suggestions. Choose as many as you'd like — the more you select, the more scholarship options you can access.
- When you follow a school, you can see what each college requires in order to earn scholarship money (as well as other helpful tips, like what you need to do to apply to that college). If you meet the eligibility requirements of a school you're following, you will automatically start earning money there every time you add an accomplishment on Raise.me.
- If there is a college that you would like to see offering micro-scholarships on Raise.me, you can always go to the Colleges page and follow that college, and we'll let you know when that college is added.
- Click "Follow & Continue"...





# start adding to earn

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- Congratulations, you now have a Raise.me account! Let's pick something you've done to add to your profile to start earning scholarship money.
- Do you play a sport? Have you earned a good grade? Are you part of a school club? Add anything you have done or accomplished now.

# add to your portfolio

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The screenshot shows the Raise.me user interface. At the top, there's a navigation bar with 'raise.me', a '+\$100' badge, and links for 'What's New', 'Portfolio', 'Micro-Scholarships', and 'Colleges'. Below this is a banner for 'Unlock more colleges' with a 'Complete Personal Info' button. The main header area includes a profile for 'Alex Smith' (Class 2017 Raise High) with a placeholder for a bio and an 'ABOUT GPA' button. To the right, it shows 'Menlo College' and '\$0 Earned'. Below the header is a tabbed interface with 'Courses', 'Activities', 'Community', 'Scores', 'Awards', and 'College Events'. The 'Courses' tab is active, displaying an 'Add Course Raise High' form. The form has fields for 'Title' (set to 'Regular' and 'US History I'), 'Teacher' (set to 'Tim Nguyen'), 'Details' (set to 'Social Studies', 'Full Credit', and '2014-2015'), and 'Grades' (set to '4 quarters & final grade'). Below these fields are buttons for 'Cancel', 'Save', and 'Save + Add Another'. To the right of the form is a 'To-do List' with items like 'Invite a friend', 'Add a selfie', 'Add an activity', 'Add a course', and 'Follow a college'. Below the list is a 'Portfolio Strength' section showing a 'Newbie LEVEL 1' badge. At the bottom, there's a list of existing courses, including 'Geometry MATH 1.0 | Tim Nguyen RAISE HIGH' with a grade of 'A'.

- For example, add a course and your grades —then click “Save + Add Another” to fill up your profile!
- Take a minute to add something you’ve achieved —a sport, activity, community service, awards, college events, a grade (if you’re a new 9th grader, add an “A” for practice just for this demo)... the list goes on!
- All of these accomplishments are saved to your Portfolio page on Raise.me. This is where you will list the things you achieve in high school each month, and your achievements will determine how much money you earn.



# congrats!

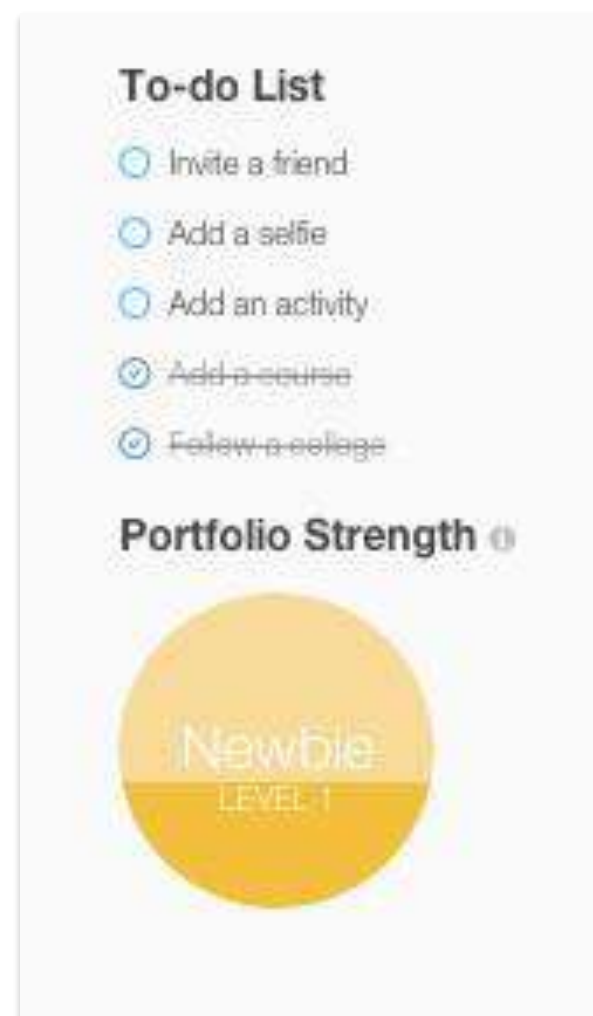
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The screenshot shows the raise.me website interface. At the top, there's a navigation bar with links like 'Courses', 'Activities', 'Community', 'Scores', 'Awards', and 'College Events'. A 'raise.me' logo is on the left, and a '+\$100' badge is next to it. Below the navigation bar, there's a 'What's New' section. The main content area is titled 'Add Course Raise High' and contains a form with fields for 'Title' (set to 'Regular'), 'Teacher' (with a placeholder 'Teacher's best name'), 'Subject', 'Full Credit', and '2014-2015'. There are also buttons for 'Cancel', 'Save', and 'Save + Add Another'. To the right of the form, there's a 'Brilliant' badge for '\$500 Final Grade A US History I Tulane University' and a 'Portfolio Strength' section with a 'Newbie LEVEL 1' badge. Below the form, there's a section for '2014-2015' with two course cards: 'US History I SOCIAL STUDIES 1.0 | Tim Nguyen RAISE HIGH' and 'Geometry MATH 1.0 | Tim Nguyen RAISE HIGH'. Each card shows a row of grade buttons (B+, A-, A, A, A-).

- You just earned your first micro-scholarship!
- As an example, here you can see that an A or a B grade can earn \$500 to Tulane University.
- If you haven't earned an A or a B yet in a course, that's okay —now you know that if you work hard to earn good grades, it can help you earn a lot of money for college and get accepted into more colleges.
- Once you save your good grades and extracurricular activities to your profile, you can see immediately how much you earn for eligible colleges.
- Let's take a couple of minutes to add some more things to your profile...

# how can you earn more money for college?

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- First, make sure your portfolio is kept up to date!
- Right now, you've only added 1 achievement to your portfolio —so there is a lot you can do to make your portfolio stronger by adding info. from 9th through 12th grades!
- The to-do list on the right side of your portfolio page gives you tips for improving your profile.
- The stronger your portfolio is, the more opportunities you'll have to earn money for college.

# discover micro-scholarships

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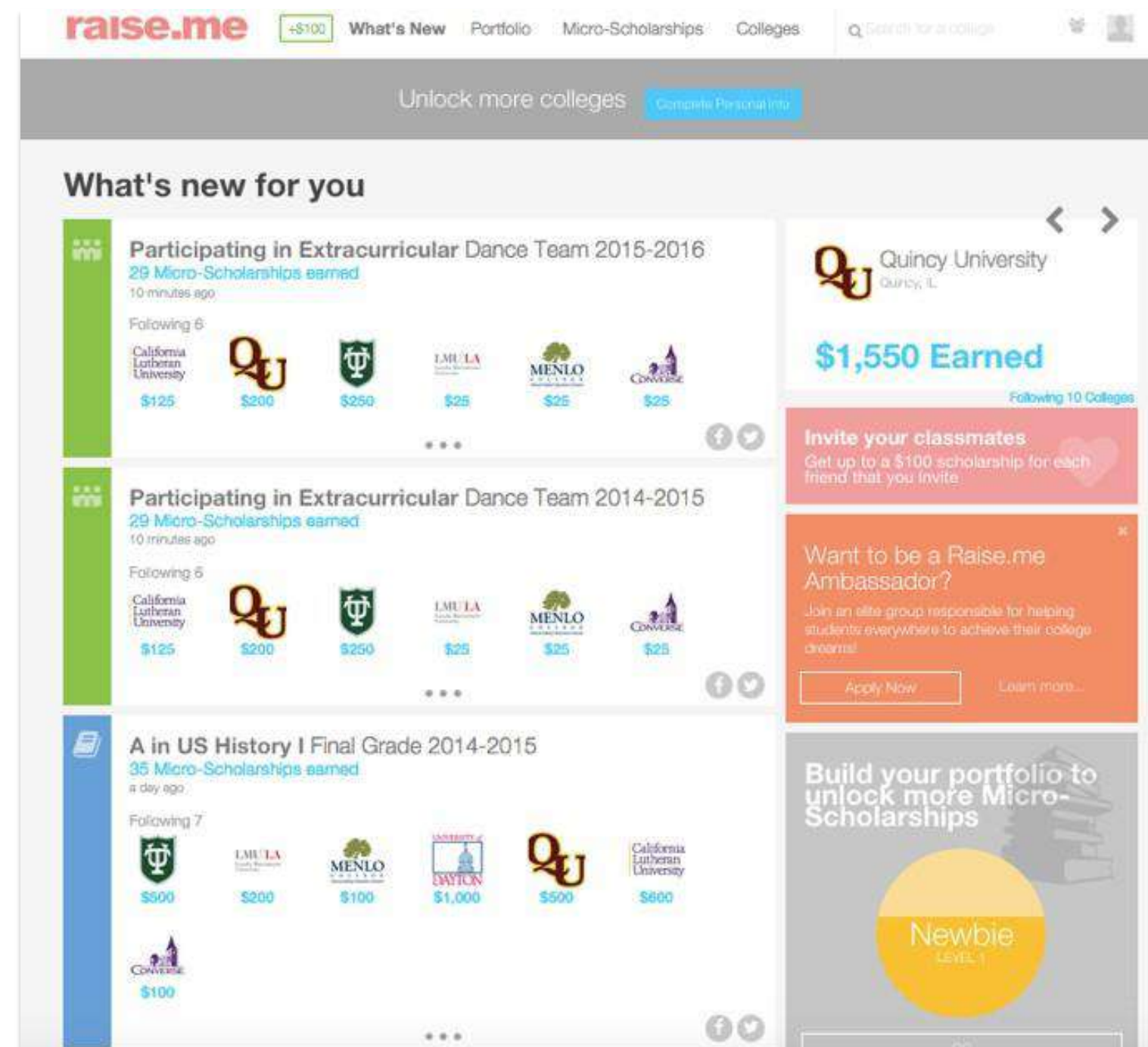
The screenshot shows the 'raise.me' website's 'Micro-Scholarships' section. The header includes the 'raise.me' logo, a '+\$103' badge, and navigation links for 'What's New', 'Portfolio', 'Micro-Scholarships', and 'Colleges'. A search bar and user profile icons are also present. Below the header, a banner says 'Unlock more colleges' with a 'Complete Personal Info' button. The main content area is titled 'Discover Micro-Scholarships' and displays a grid of nine scholarship cards, each with an achievement icon, a description, a reward amount, and the number of colleges offering it.

Achievement	Reward	Colleges Offering
Get an A	\$10-\$1,000 per course	47
Get an B	\$50-\$600 per course	8
Perfect Attendance for a year	\$50-\$600 per course	36
Academic Progress: Maintain a high GPA throughout high school	\$10-\$500 per .1pt per course	45
Take an AP or IB Course	\$25-\$2,000 per course	48
Take an Honors or Advanced Course	\$25-\$1,000 per course	45
Take an Honors or Advanced Course	\$25-\$2,000 per course	28
Take 2+ Foreign Language Courses	\$50-\$3,000 per course	10
Participate in an Extracurricular Activity (5 hrs/wk or 70 hrs/year)	\$25-\$300 per year	41

- See what you can earn just by exploring the micro-scholarships page —and start doing some of these things!
- The more you achieve, the more you can earn. The micro-scholarships page can give you some ideas for ways you can earn money for college while you're in high school.

# what's new for you?

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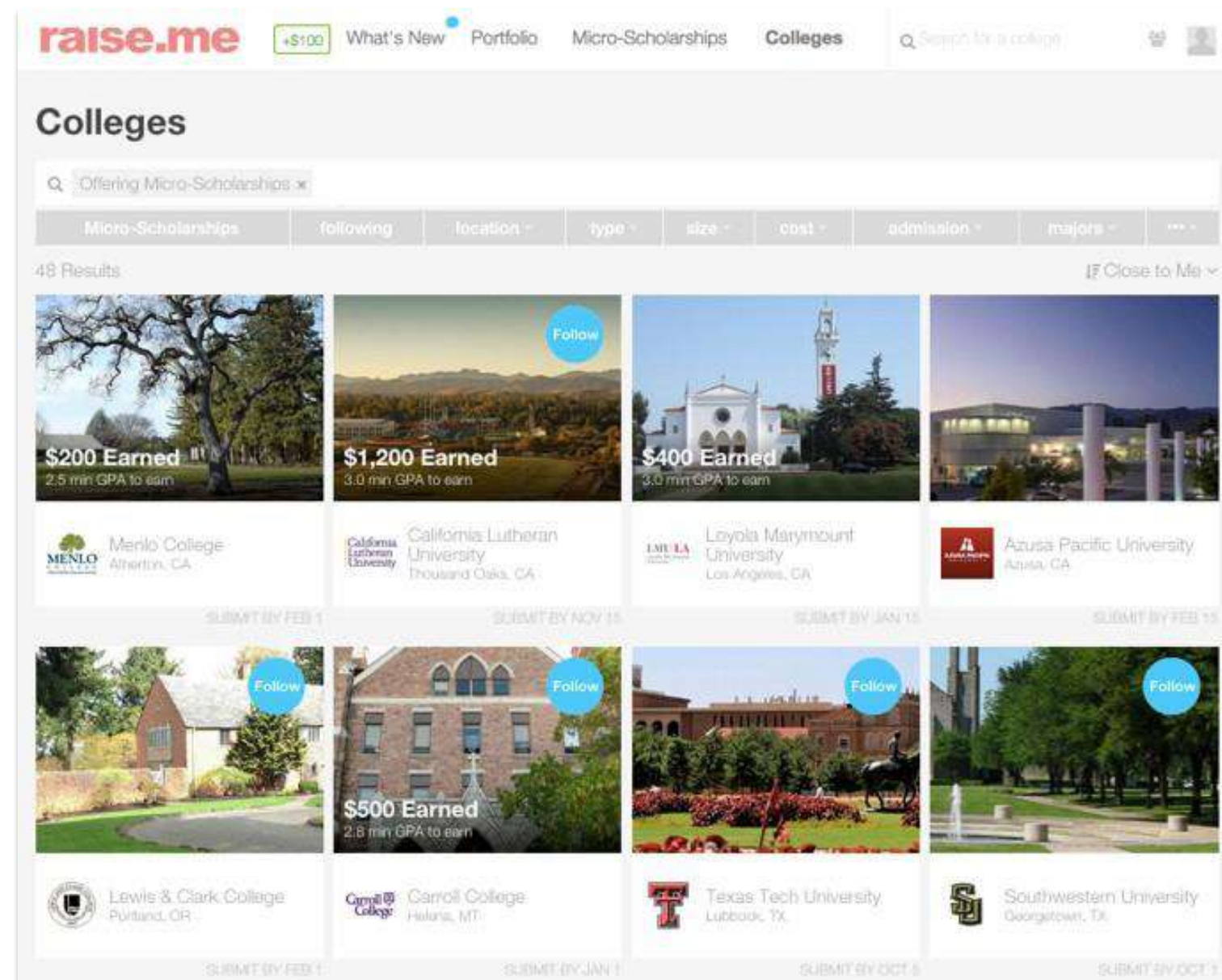
- On the What's New page, you can see a dashboard of your recent achievements that you added to start earning money
- You can see where have earned scholarship money at different colleges, and announce on Facebook or Twitter about your earnings
- The What's New Dashboard also shows you how to invite your classmates (& friends) and build your portfolio on Raise.me
- You can even apply to be an official Raise.me Ambassador here!



# the college page

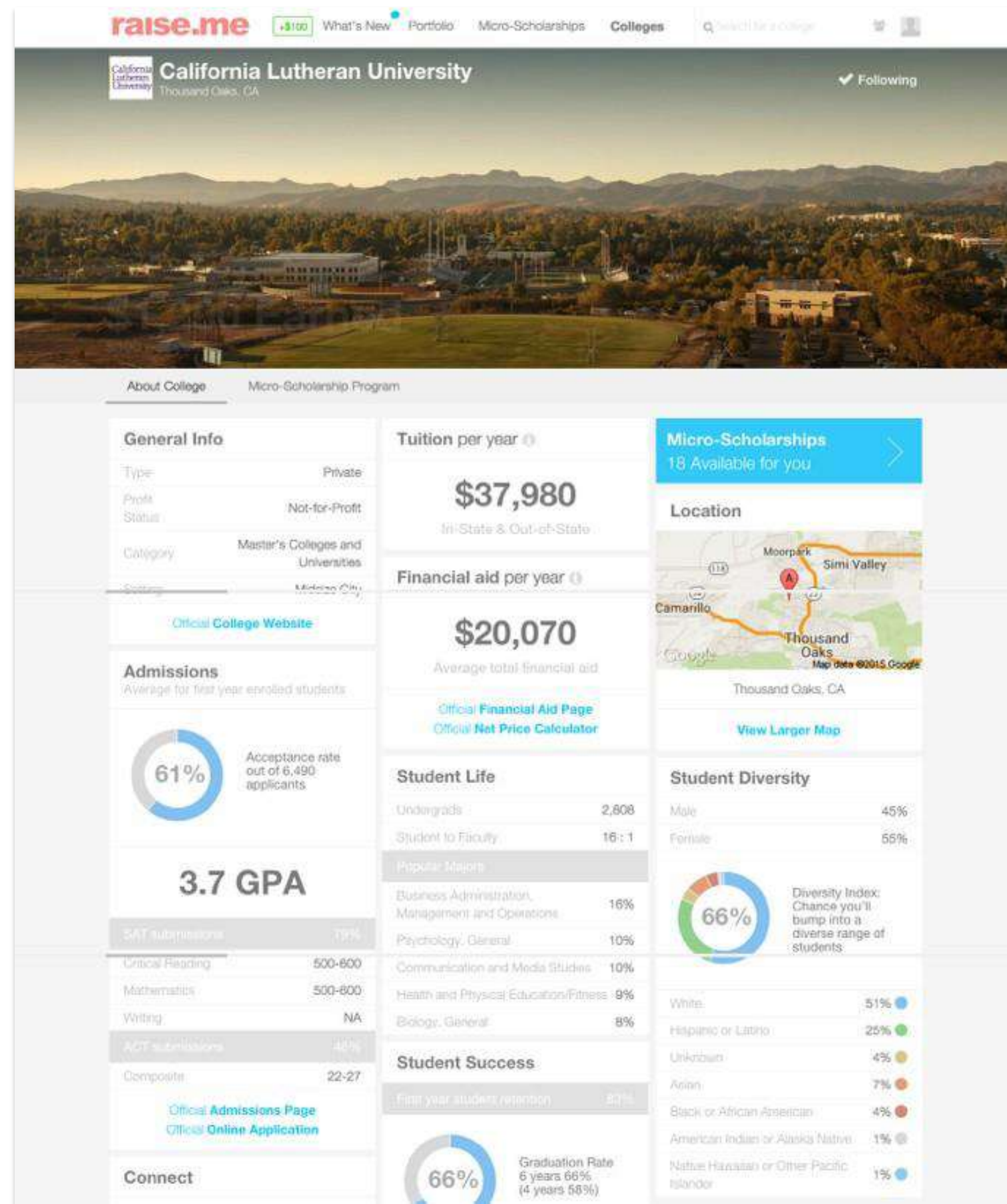
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- Your Colleges page shows you the schools you are following. It is also where you can see how much money you have earned from each college
- The money you've earned shows up in white text over each school. Be sure you've clicked "Follow" to keep track of a college you're interested in, which applies the money you earn to your account and lets them know you're interested
- You can follow as many colleges as you'd like!
- Each college also shows the date your portfolio will be submitted (towards the end of high school — keep an eye on this date!) in order to be eligible to redeem your scholarship money



# exploring colleges

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- The Colleges page on Raise.me gives you a chance to learn about a lot of great places to attend. Most are among the best 200 colleges in the country — if you learn more about the schools, you might discover the ones that will be the right fit for you!
- You can actually improve your chances of getting into any college by doing the things listed on your portfolio page — whether the college is on Raise.me or not!
- Click on a College to learn more about it. You'll see things like the GPA that is required to attend, location, tuition costs, and more!

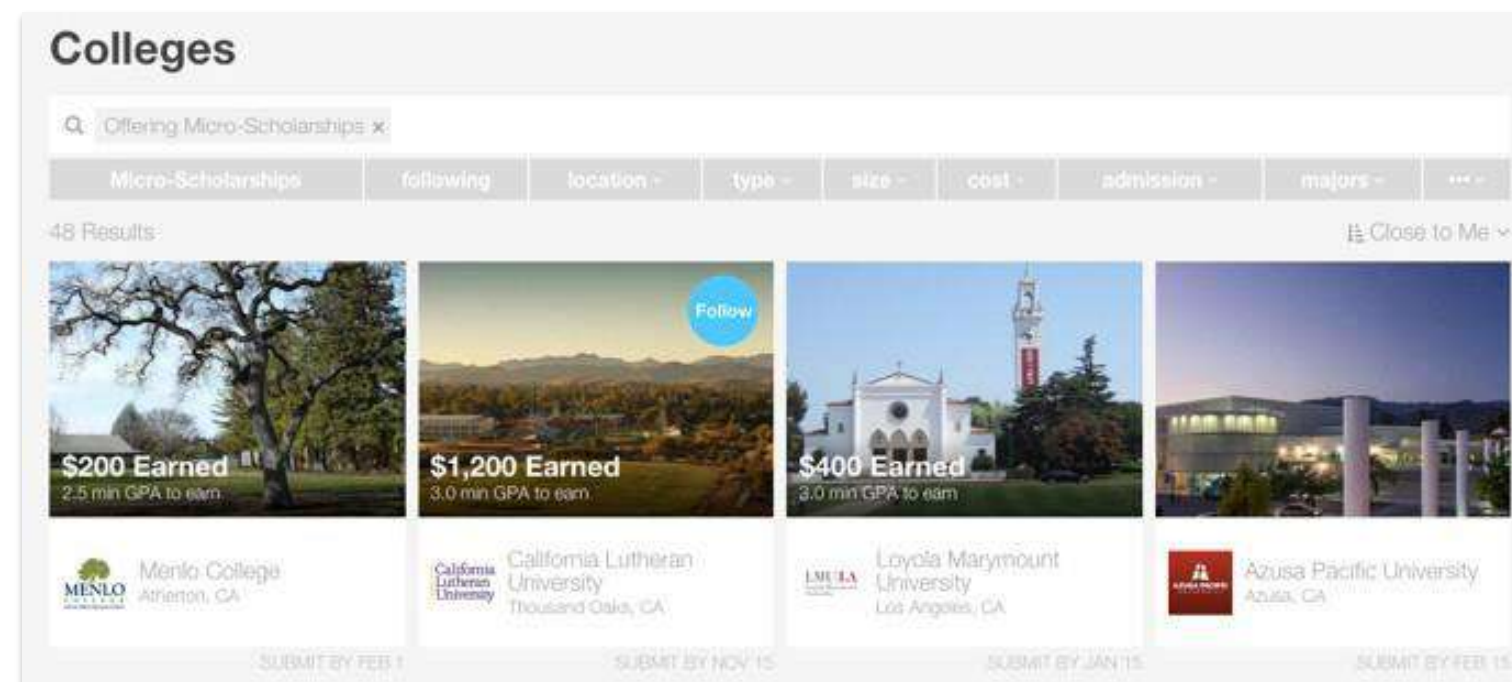
raise.me

For any questions or feedback, contact [support@raise.me](mailto:support@raise.me)



# don't see a college on Raise.me?

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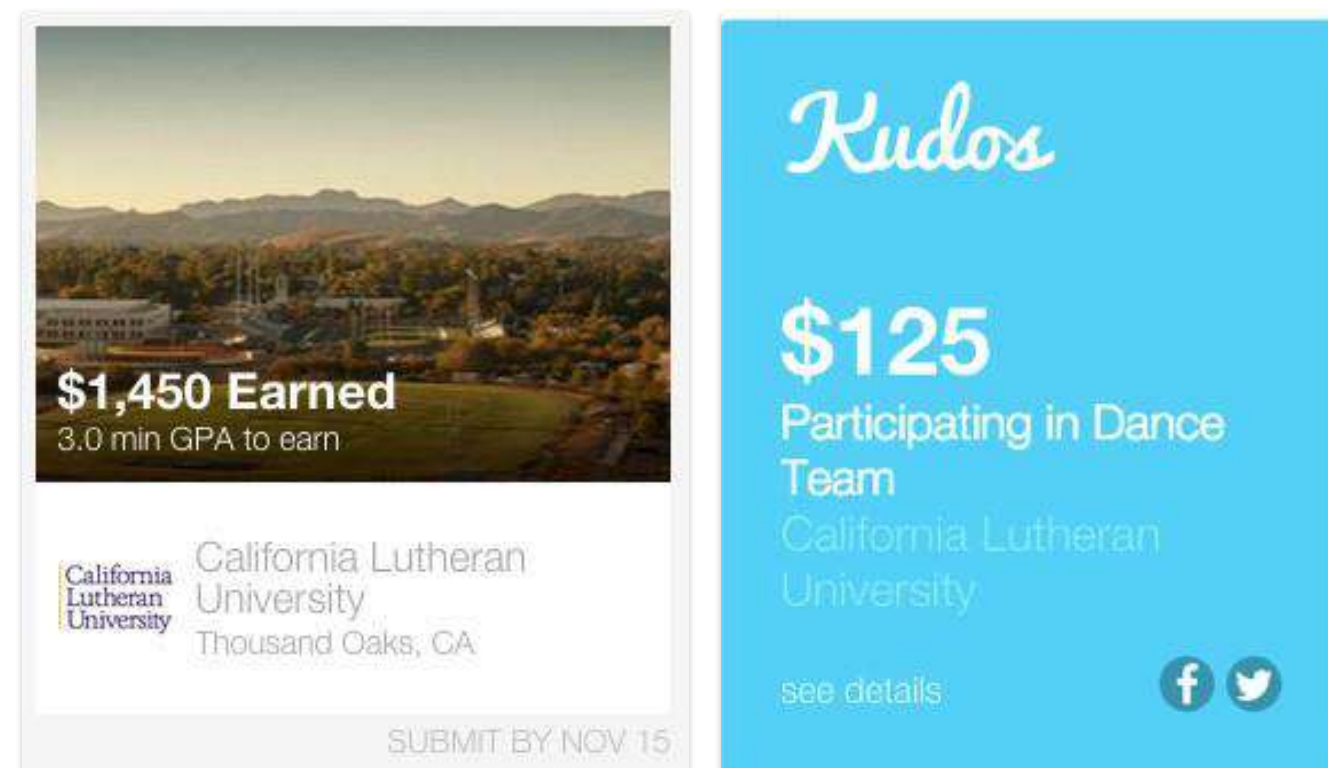


New colleges are joining Raise.me every week!

When a new college joins, your account will automatically update to show how much you've earned from that college. If you're already following the college, when it starts offering micro-scholarships you will already have connected your account to start earning money!

# important tips

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When you earn micro-scholarships from a college, it does not mean that you have been admitted to that college.

Instead, it means that you are improving your chances of being admitted and being able to afford the cost of attending that college.

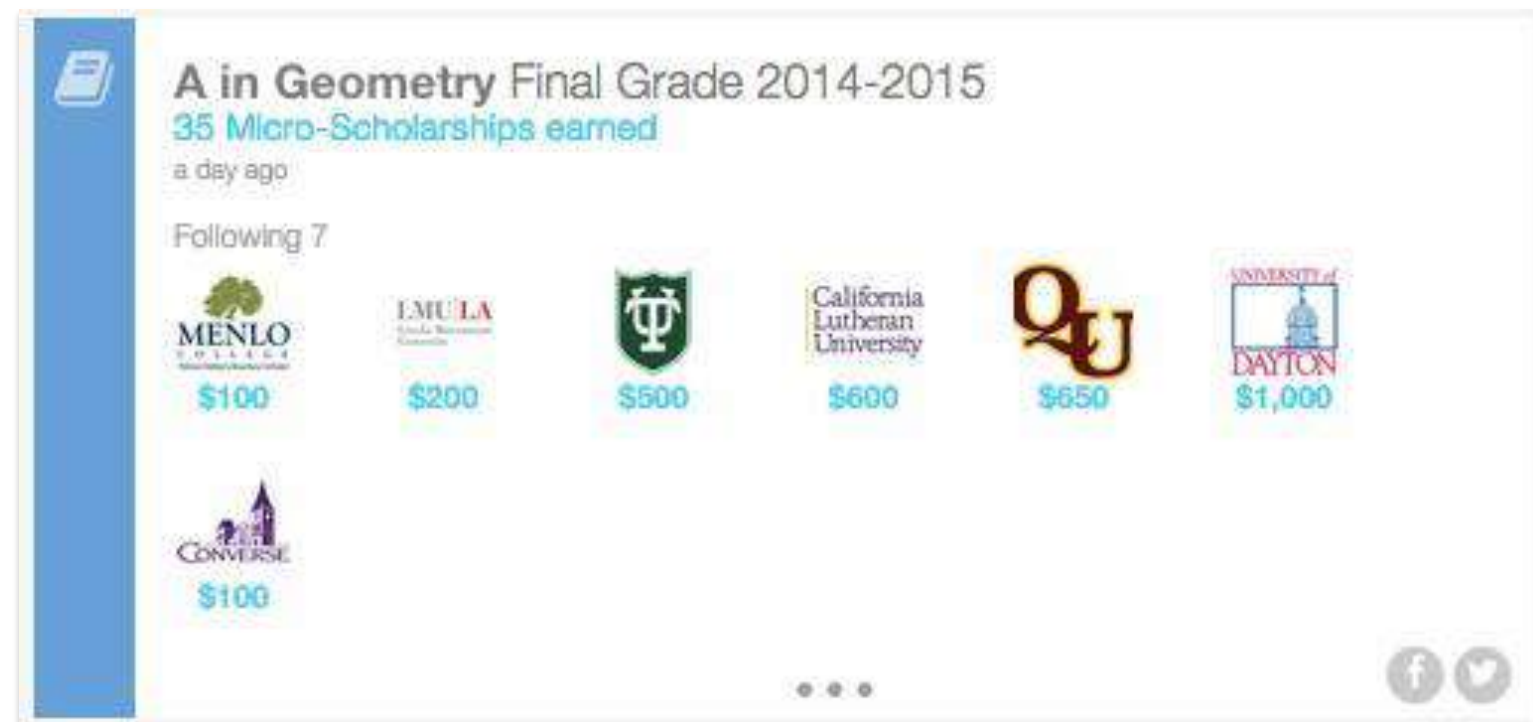
If you earn an amount of money from a college, you can only use that money to pay for that specific college — you cannot transfer your micro-scholarships between colleges.

Each college offers scholarship money that is only valid for attending that college.

Fortunately, when you do the things listed on your micro-scholarships portfolio and keep your profile of achievements up to date, you will earn money from many different colleges at the same time. When you apply to colleges, you will have more options to afford college using the money you have earned.

# keep your gpa up

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A minimum GPA is required by each college on Raise.me in order to unlock their micro-scholarships

For example, let's say a college requires a 2.5 minimum GPA (usually a 2.5 means you have a mix of B's & C's in class).

If you earn a 2.5 GPA or higher, then the college will reward you scholarship money EVERY TIME you achieve any of the goals listed on their micro-scholarships page.

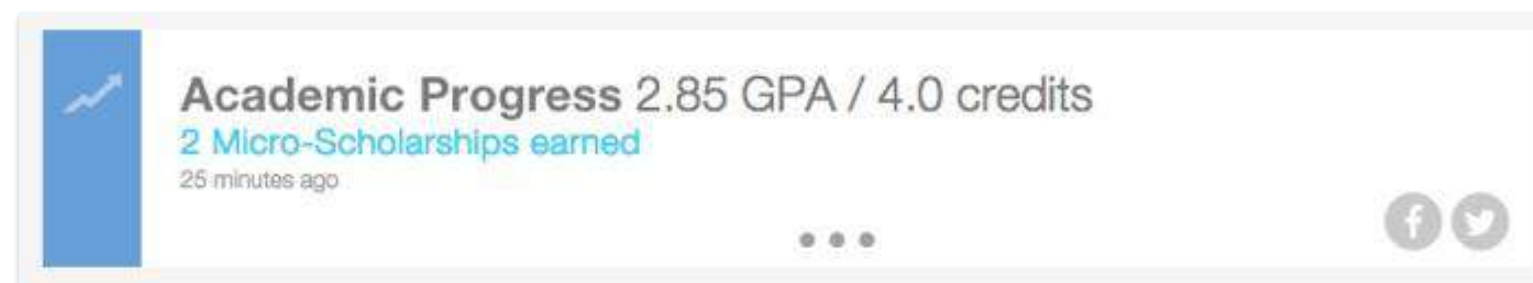
If your GPA is below the minimum required, then you know what you have to do in order to earn the colleges' money — raise your GPA, you can do it!

# keep your gpa up

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Every college on Raise.me gives you a GPA goal that you have to reach in order to earn money from them

Right now, you have only added a few achievements to your portfolio. When you finish filling in your portfolio later, you have to put in all of your grades —not just A's & B's

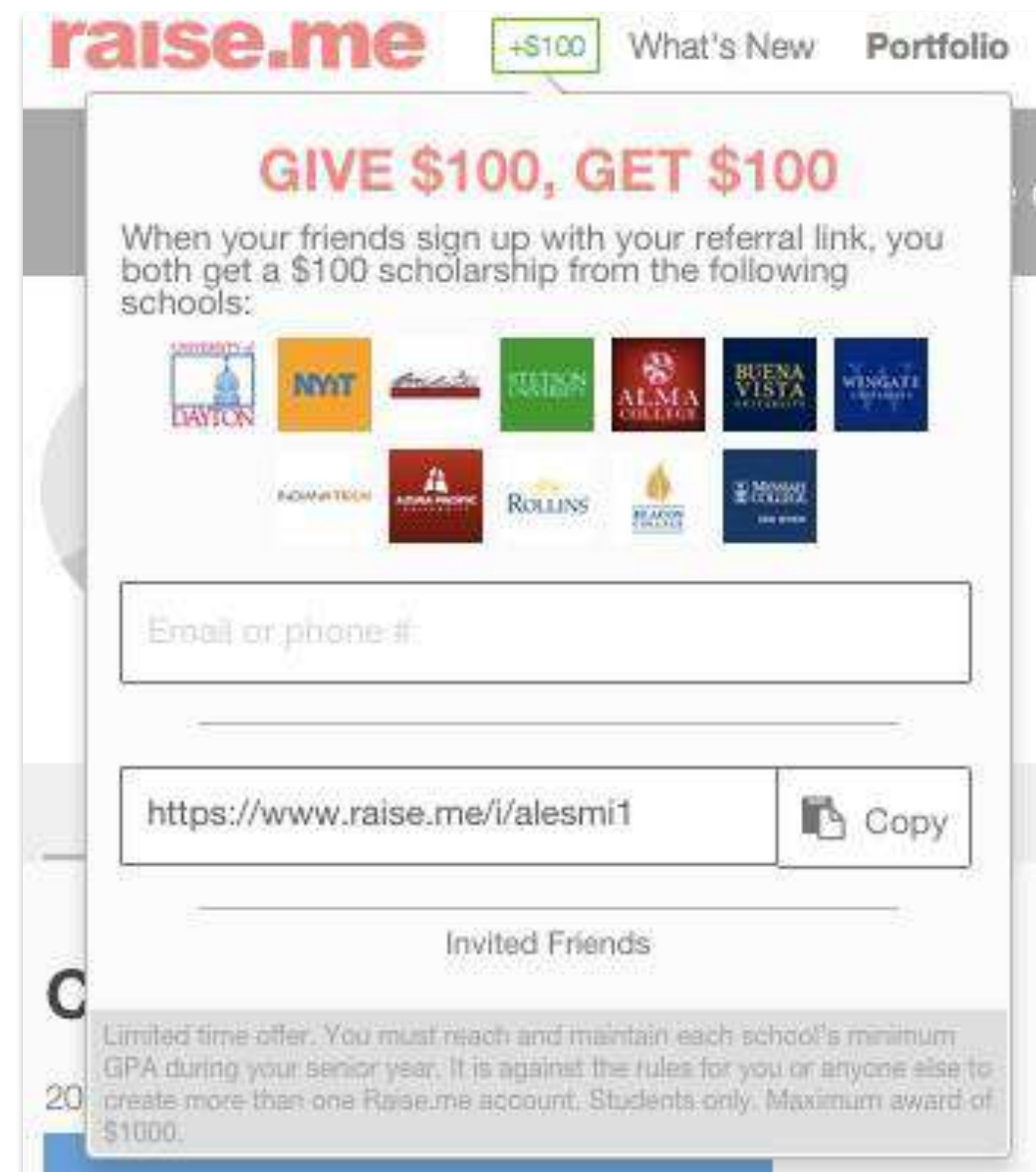


When you put in all of your grades, your GPA might fall and you might see that you have lost some money you have earned today

It's okay! You have time to raise your GPA, and now you know what you need to do and how to unlock thousands of dollars in micro-scholarships from colleges across the USA with Raise.me

# you can earn money by inviting your friends!

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The screenshot shows the Raise.me website interface. At the top, the 'raise.me' logo is on the left, and a green box with '+\$100' is next to the 'What's New' and 'Portfolio' links. The main heading is 'GIVE \$100, GET \$100'. Below it, a paragraph explains the promotion: 'When your friends sign up with your referral link, you both get a \$100 scholarship from the following schools:'. A grid of 12 school logos follows, including University of Dayton, NYIT, Eastern Michigan University, Kean University, Alameda College, Buena Vista University, Wingate University, Rowan University, Rollins College, and others. Below the logos is a text input field labeled 'Email or phone #'. Underneath that is a text box containing the referral link 'https://www.raise.me/i/alesmi1' and a 'Copy' button. Below the link box is a section titled 'Invited Friends'. At the bottom, a small disclaimer states: 'Limited time offer. You must reach and maintain each school's minimum GPA during your senior year. It is against the rules for you or anyone else to create more than one Raise.me account. Students only. Maximum award of \$1000.'

At the top of your Raise.me profile, you will see +100

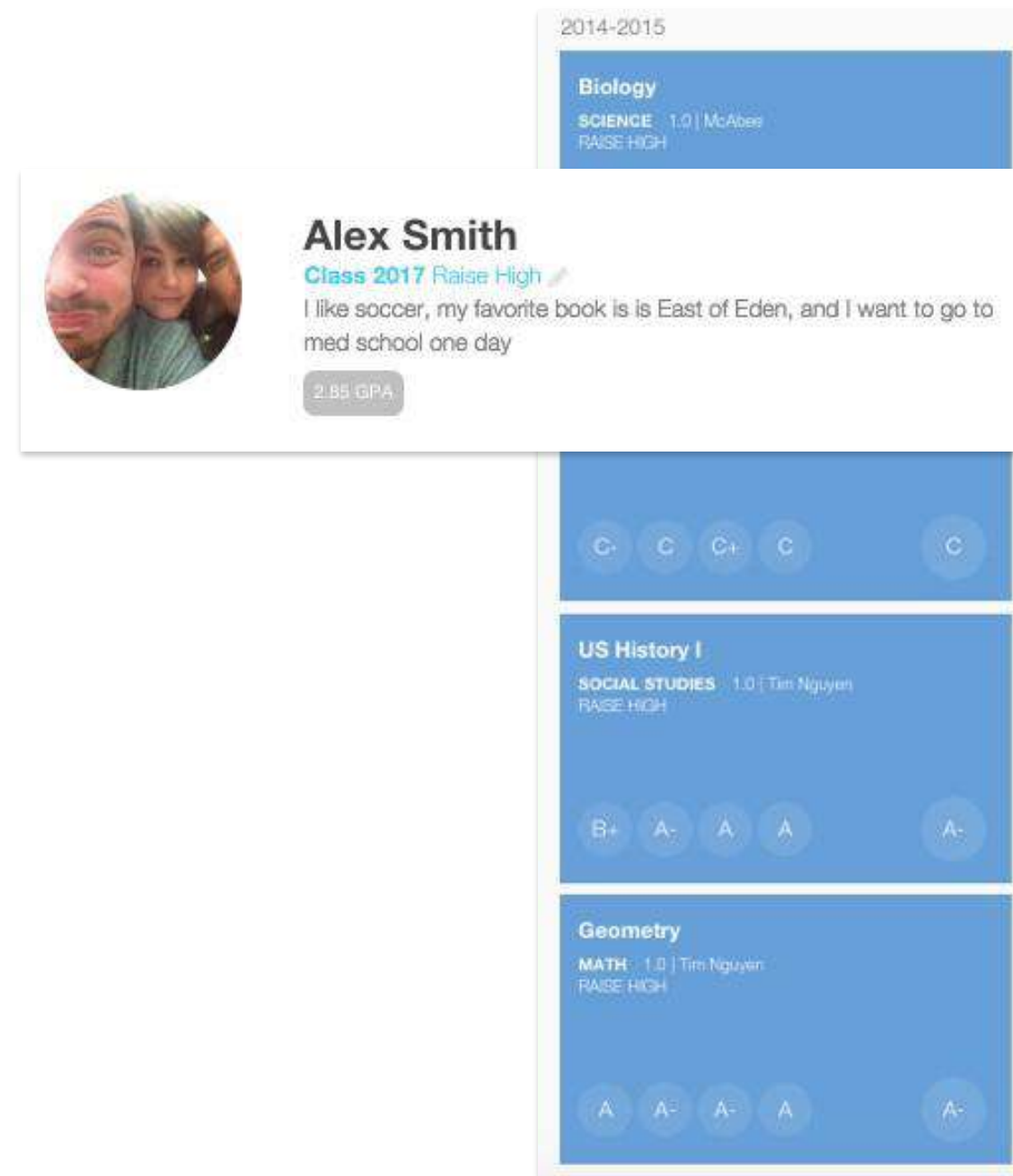
Click on this to automatically send your friends an email or text message, or send them your unique link, to invite them to Raise.me

When your friends sign up using your referral link, you both will receive \$100 in micro-scholarships from over 10 schools!



# recap

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- From now on, every time you do well in class or participate in extracurricular activities, you can add your achievements to Raise.me & earn money for college!
- You can also earn money for achievements going back to when you started high school in 9th grade; just add them to your profile
- Each time you get a micro-scholarship, you are improving your chances of getting into more colleges and increasing the amount of financial aid you can use to go to college, whether the college is on Raise.me yet or not



# next steps for success

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1. Fill in your Raise portfolio so that you can receive additional micro-scholarships.
2. Go to your micro-scholarships page, and pick 3 goals you want to make progress on this month — and update your profile when you achieve them!
3. Keep your profile up to date regularly throughout high school
4. Invite friends to join Raise.me & you can both earn scholarship money!

The background is a solid blue color with a subtle gradient. On the left side, there are three overlapping circles of varying shades of blue, creating a layered effect. The text "raise.me" is centered in the middle of the image.

raise.me