## 2024 NYCUA Scholarship Program

**Sample Letter to Select Employer Groups (SEGs)**

*(This email can be customized and sent to area high schools and college financial aid professionals. The message is to include an attached copy of the application.)*

**Subject:** A New Scholarship Opportunity to Share With Your Employees

Hi [Employer’s Name/HR Manager],

As you look out for the best interests of your employees and their families, it's with great excitement that we present an opportunity that may align perfectly with their educational aspirations. My name is [Credit Union Contact], [Title], at [CU Name], and we are proudly collaborating with the [New York Credit Union Association](https://nycua.org/) (NYCUA) in its statewide college scholarship program for the upcoming academic year. I’m sharing this opportunity with you in case your employees have high school seniors planning to attend college.

**The Opportunity: 2024 Scholarship Program**

Building on the success of last year—where 45 deserving students across New York were awarded a total of $26,250 in scholarships—we are keen to see more bright futures ignited through this initiative. The program is designed to provide funds that would be used toward tuition, room and board, books, and school supplies. The scholarship applicants will be evaluated based on their academic achievements, involvement in extracurricular activities and community service, and the quality of their written essays.

**Who Can Benefit?**

High-school seniors in your employees' families who:

* Plan to attend college for the first time in the fall of 2024.
* Are members of [CU Name] or another participating credit union (non-members can learn about membership opportunities by contacting us directly).
* If not already a member, students can explore membership opportunities at [CU Name] or visit [www.asmarterchoice.org](http://www.asmarterchoice.org) for further details.

**How You Can Help**

By informing your employees about this scholarship program, you enable them to take advantage of a valuable financial resource. These scholarships can significantly ease the financial burden of sending a child to a two- or four-year accredited college or a vocational/trade school.

Attached, you will find the application and guidelines, making it easy for you to share this opportunity with your team. If you have any questions, please don't hesitate to contact me at [phone number].

Thank you for your consideration and partnership in this meaningful initiative.

Sincerely,

[Full Name]

[Title]

[Cu Name]

[Contact Information]