

TOP  
10  
TIPS

# to Promote the Gilman Program



## WORK WITH FINANCIAL AID

Use a [Gilman email template](#) to target Pell recipients on your campus.



## PLAN AHEAD

Schedule your Gilman Program outreach strategy before the application cycle opens and recruit study abroad allies on your campus to join in.



## UTILIZE CAMPUS NETWORKS

Partner with offices such as financial aid, honors programs, internships/career services, student affairs, fellowships, and language departments.



## UTILIZE OUTREACH TOOLS

Check out the [free resources](#) including PowerPoints, brochures, videos, and downloadable content.



## DEMYSTIFY THE PROCESS

Connect students with applicant resources to support them before and during the application process.



## INFORMATION SESSIONS

Invite Gilman alumni to help present the benefits of study abroad.



## SHARE GILMAN STORIES

Spread the word about the experiences of Gilman scholars and alumni through campus and local media.



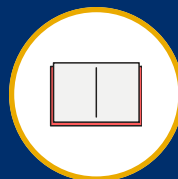
## MORE THAN A SCHOLARSHIP

Remind students that Gilman scholars are a network of 44,000 alumni with career-building opportunities.



## PLANT THE SEED

Engage first-year students with information about the Gilman Program during orientation and incorporate Gilman in broader programming.



## GILMAN ON REPEAT

Mention the Gilman Program in every information session and individual advising session, share and repost Gilman social media content.

[gilmanadvisors@iie.org](mailto:gilmanadvisors@iie.org) | [gilmanscholarship.org](http://gilmanscholarship.org) | 800.852.2141 extension 2



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