



CHARTER to CMU GUARANTEE

School Promotional Toolkit Graphics and Sample Caption Wording

To assist your high school in promoting this exciting opportunity to your students and families, we are including sample promotional content, including social media posts, e-newsletter wording, and more!

Feel free to mix and match, or make it your own!

Important Links and Resources:

- All graphics are available for download at <https://bit.ly/4rXKGo4>.
- Direct links to the program's website:
 - Full Link - <https://www.cmich.edu/landing-pages/charter-to-cmu-guarantee>
 - Shortened link - <https://bit.ly/4pXtiyH>.
- Hashtag options:
 - #ChartertoCMU
 - #CMUCharters
 - #FireUpChips

For questions, or to request additional promotional templates, please reach out to The Center for Charter Schools at communications@thecenterforcharters.org.

Sample Social Media Post and Graphic - Option 1



Image Dimensions: 1,080 x 1,080 pixels

Intended Platforms: Instagram and Facebook

Sample Caption: Big news for our students! Through an exclusive partnership, our high school seniors with a 2.8+ GPA are guaranteed admission to Central Michigan University. Learn more: <https://bit.ly/4pXtiyH>.

Sample Social Media Post and Graphic - Option 2



Image Dimensions: 1,080 x 1,080 pixels

Intended Platforms: Instagram and Facebook

Sample Caption: We're proud to share an exclusive opportunity for our *[High School Name]* seniors! Through the Charter to CMU Guarantee, our seniors with a 2.8 GPA or higher are guaranteed admission to Central Michigan University — and it is free to apply! Learn more: <https://bit.ly/4pXtiyH>.

Sample Social Media Post and Graphic - Option 3



Image Dimensions: 1,080 x 1,080 pixels

Intended Platforms: Instagram and Facebook

Sample Caption: Are you a senior with a 2.8 GPA or higher? You are guaranteed admission to Central Michigan University! It's simple: apply for FREE, get accepted automatically, and take your next step toward becoming a CMU Chippewa. Start your journey today at <https://bit.ly/4pXtiyH>.

Sample E-Newsletter Content and Graphic

The graphic features a yellow header with the Central Michigan University logo and name. Below this, on a dark red background, is the main title 'CHARTER to CMU GUARANTEE' in white and yellow. To the right of the title are three bullet points, each with a yellow checkmark icon. On the left side of the graphic, there are three lines of white text: 'Free application.', 'Support every step.', and 'Your future starts here.' The graphic is decorated with diagonal lines in the top right and large yellow and red arrows pointing right on the right side.

CENTRAL
MICHIGAN UNIVERSITY

CHARTER to CMU GUARANTEE

- ✓ Attend a CMU-authorized charter high school.
- ✓ Get in with a 2.8 GPA or higher.
- ✓ Apply for free at [cmich.edu](https://www.cmich.edu)

Free application.
Support every step.
Your future starts here.

Image Dimensions: 576 x 288 pixels

Intended Platform: Digital Newsletter

Sample Newsletter Content:

The path from high school to college just got easier for our students. Through the Charter to CMU Guarantee, our seniors with a 2.8 GPA or higher receive automatic admission to Central Michigan University — with a free application and personalized support every step of the way. We encourage our students to take advantage of this incredible opportunity to begin their college journey with confidence at CMU. Learn more: <https://www.cmich.edu/landing-pages/charter-to-cmu-guarantee>.

or

Central Michigan University is opening new doors for our graduates through the Charter to CMU Guarantee. Our seniors who earn a 2.8 GPA or higher are automatically admitted to CMU and can apply for free. This exclusive program gives our students a clear and accessible path to college, supported by CMU's commitment to our students' success, academic growth, and long-term achievement. Learn more: <https://www.cmich.edu/landing-pages/charter-to-cmu-guarantee>.

Sample School TV Graphics



Image Dimensions: 1,920 x 1,080 pixels

Intended Platforms: School TV Displays

The School TV Graphics options are available for download as still images or short motion graphic videos. They are designed to share program information on TV displays in your school building.

Visit our Google Drive folder to download the images or videos: <https://bit.ly/4rXKGo4>.



Sample School Announcements

Intended Platforms: Script options that can be read during school announcements.

Sample Scripts:

Attention seniors: the path from high school to college just got easier. Through a partnership with Central Michigan University, our seniors with a 2.8 GPA or higher now receive automatic admission to CMU. To learn more, check in with your counselor.

or

Big news for our seniors! Central Michigan University is opening doors through the Charter to CMU Guarantee. With a 2.8 GPA or higher, you can now earn automatic admission to CMU. Don't miss this chance to take the next step toward college. To learn more, check in with your counselor.