



Prepared for Capture Higher Ed User Conference

January 2018

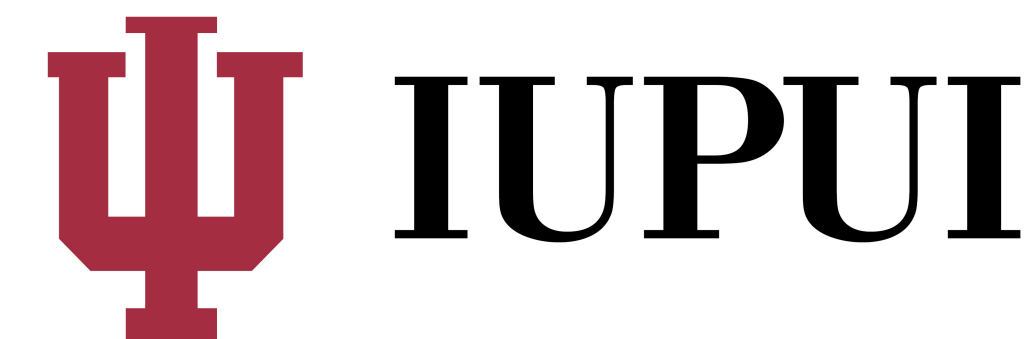
*Miles Hodge & Monica Bobadilla
Partnerships*

RaiseMe & Capture: Shared Partners



University of Pittsburgh

SAINT ANSELM
COLLEGE



ASBURY
UNIVERSITY



AUGUSTANA
COLLEGE

Colby



DOMINICAN
COLLEGE



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



CONCORDIA
UNIVERSITY
TEXAS

Syracuse University



TUSCULUM
COLLEGE
ESTABLISHED 1794

STETSON
UNIVERSITY



What We Do

Insights From RaiseMe Data

Results

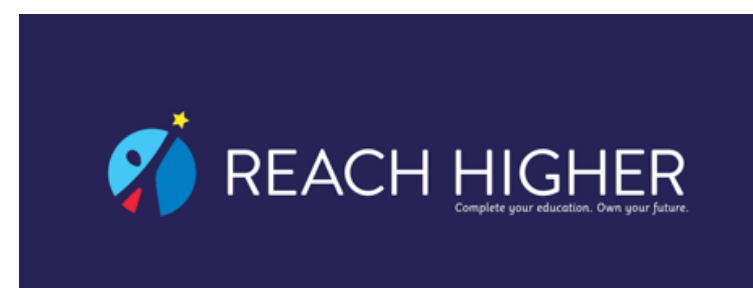
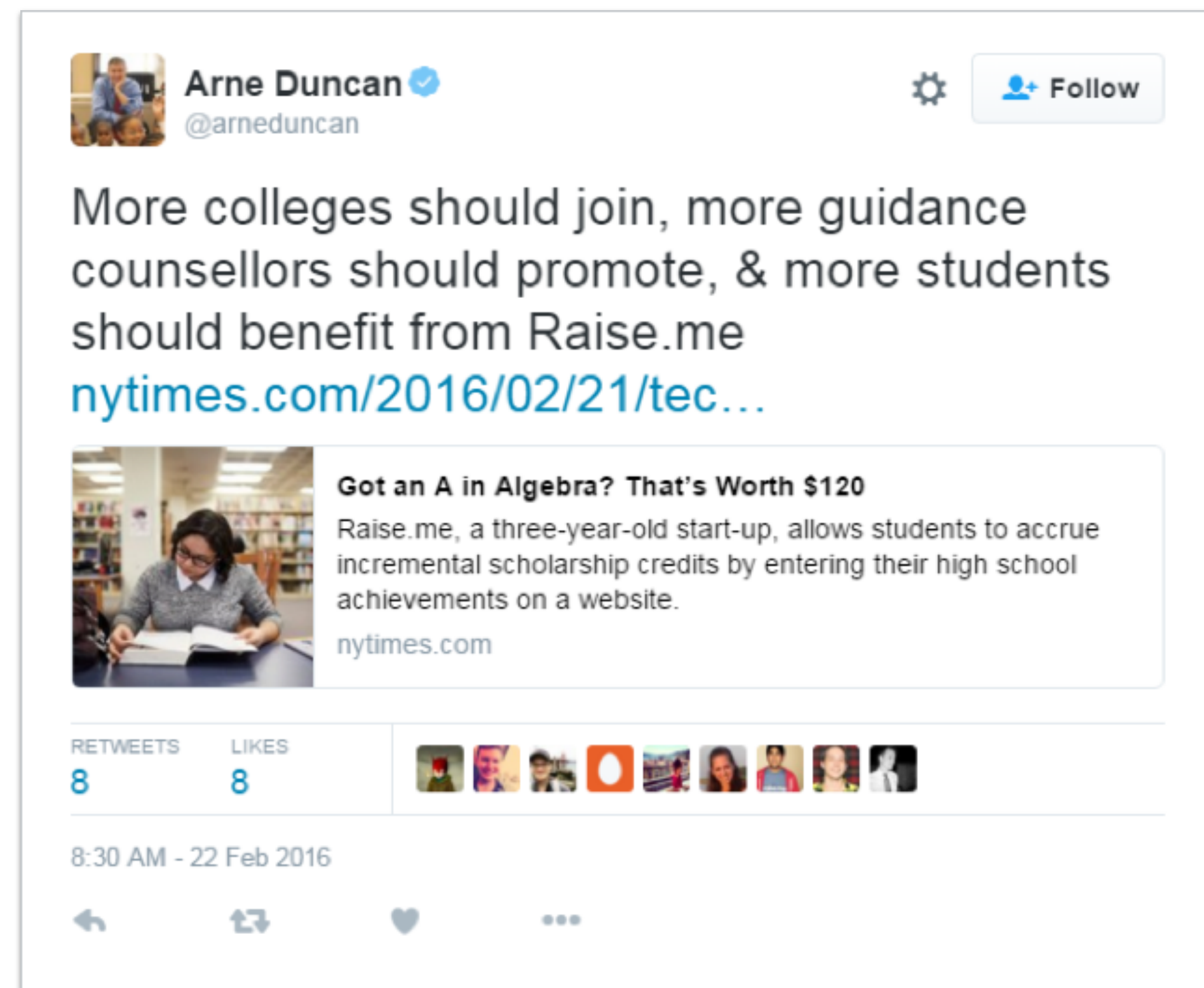
Alignment & Partnership With Capture

What We Do

RaiseMe Overview

RaiseMe is a social enterprise focused on motivating high school students through financial aid earlier on, and deepening relationships between students & colleges starting as early as the 9th grade.

We have worked in partnership with the White House's *Reach Higher Initiative*, been supported by the former secretary of education, Arne Duncan, and received funding from the Penn Graduate School of Education and the Bill & Melinda Gates Foundation.



The Problem with Scholarships Today

Impact only **after** the application decision has been made



Limited ability to influence the **apply** decision

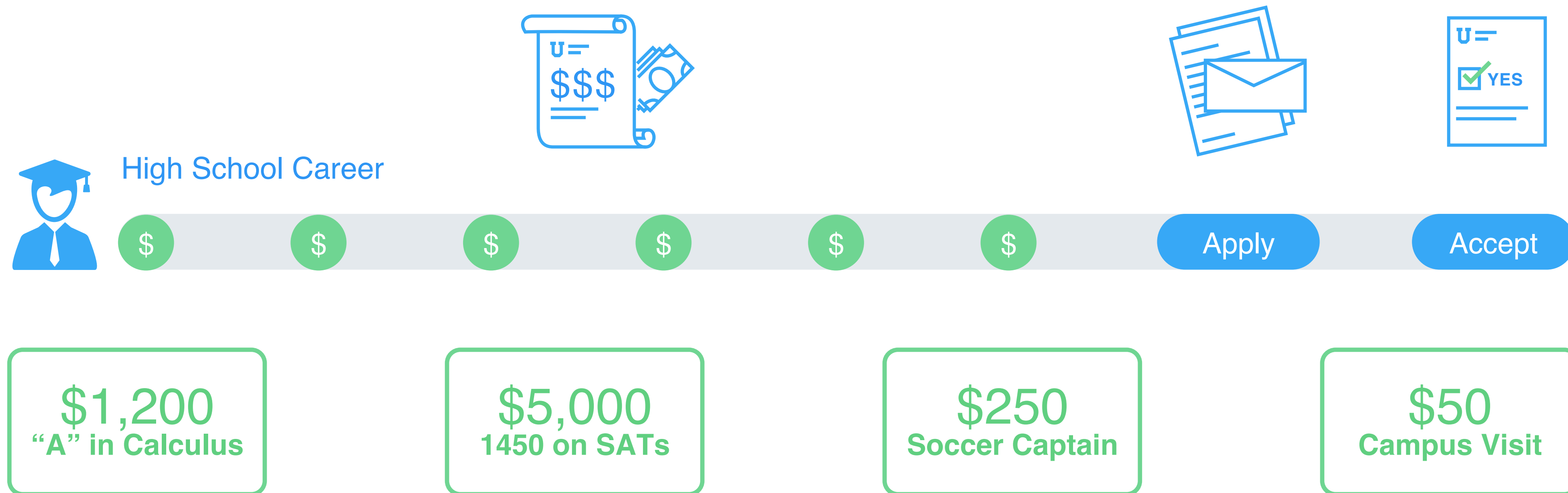
In the Words of Arne Duncan...



*“If we save all our school money until 12th grade, well that’s not when kids drop out. They drop out in 9th and 10th grade. They’re gone. So **you’re preaching to a choir in 12th grade, but I want more kids in the choir. I want more kids coming in your direction. So the more you can pull this down and make it real and tangible, it’s hugely important.**”*

- Arne Duncan on RaiseMe, NACAC 2016

A New Approach: Micro-Scholarships



“Levels the college playing field and paying field”

The New York Times

What We Know

RaiseMe is Built on a Foundation of Research around Monetary Incentives:

- Monetary rewards can increase student achievement
- Impact stays even with modest award amounts
- Rewarding inputs increases achievement more than rewarding outputs
- Awards need to be timely without delay

Gary T. Henry, Ross Rubenstein, December 2001, "Paying for grades: Impact of merit-based financial aid on educational quality"

Amanda Pallais, September 2007, Massachusetts Institute of Technology, "Taking a Chance on College: Is the Tennessee Education Lottery Scholarship Program a Winner?"

Kirabo Jackson February 2010, "Incentive-Based High-School Intervention & College Outcomes"

Lisa Barrow & Cecilia E. Rouse, August 2013 "Financial Incentives and Educational Investment: The Impact of Performance-Based Scholarships on Student Time Use"

Roland G. Fryer, Jr, April 2010, "Financial Incentives and Student Achievement: Evidence from Randomized Trials"

Steven D. Levitt, John A. List, Susanne Neckermann, Sally Sadoff, June 2012, "The Behavioralist Goes to School: Leveraging Behavioral Economics to Improve Educational Performance"

Let us remind you of all the important stuff.

Phone Number

Submit



Katherine Zellner

Class of 2018

Raise High

Harry Potter fanatic

Interests: Education

4.0 GPA

Great Job Katherine!

You're now on track for the year.

Following



University of Rochester

\$21,170

\$5,293 per year

Showcase more of your hard work!
Have you received another A or B in any course?

No, not yet.

Yes, I have.



Courses

Add

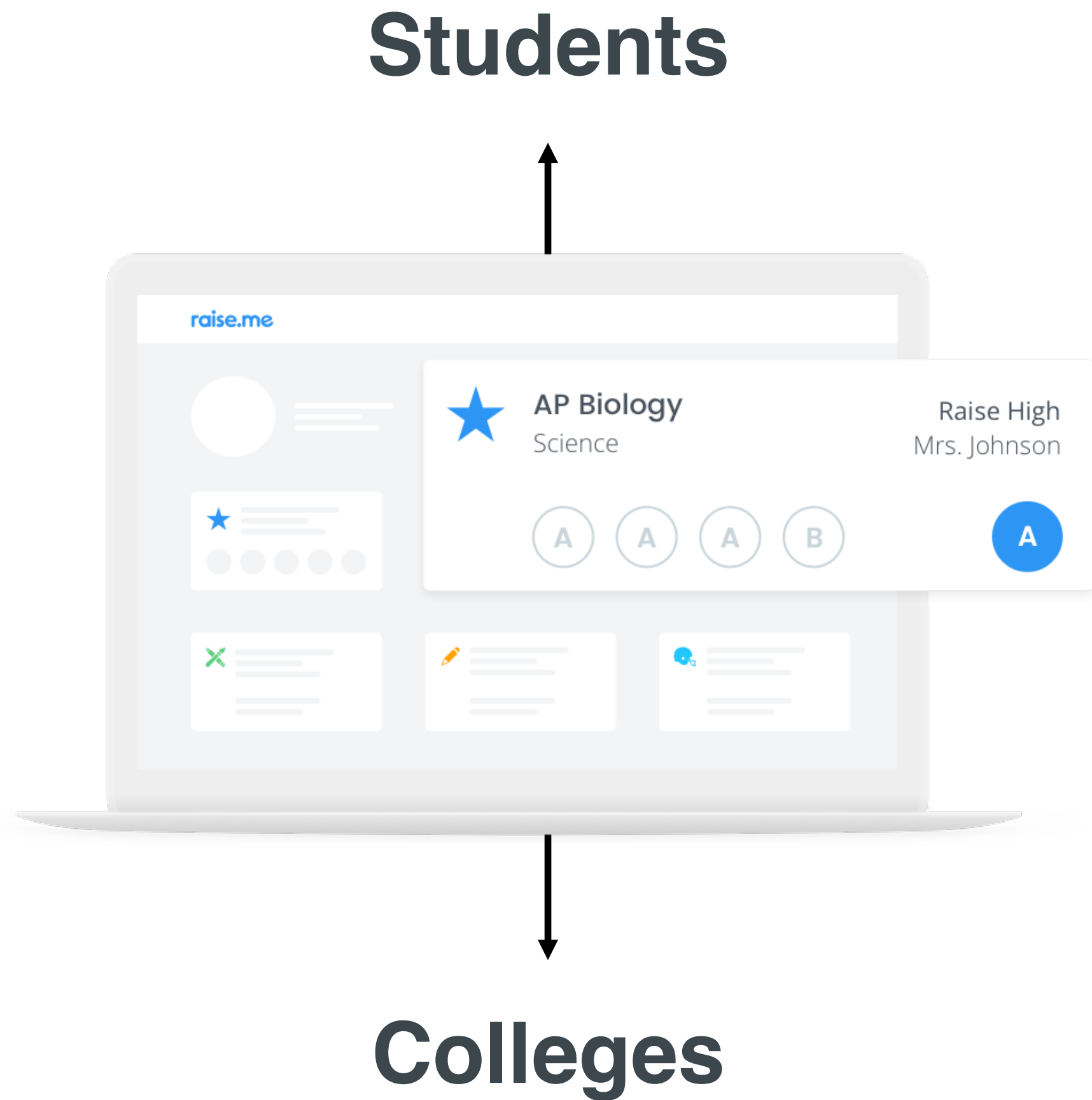
2017-2018

Attendance

Add the courses you took this year. Earn up to \$1,000 per course.

Follow More Colleges

Strong Reception from Students, Colleges & Educators



1MM+
Student Users

265
College Partners

26K
Educators

BILL & MELINDA
GATES foundation



The New York Times



BuzzFeed



Benefit to Students and Colleges



Students Benefit



Stay motivated, on track



See path to affordability



Discover the right college



Colleges Benefit



Maximize impact of aid

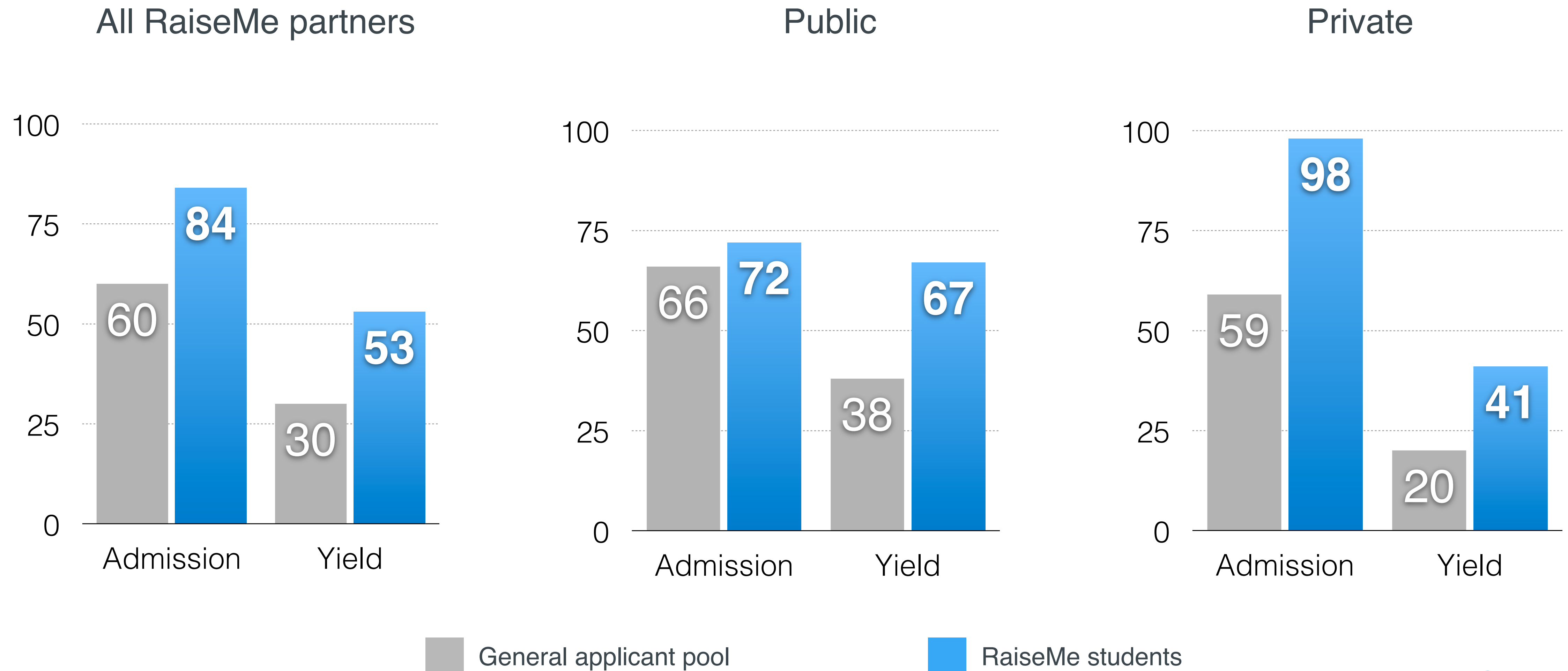


Earlier personalized
engagement



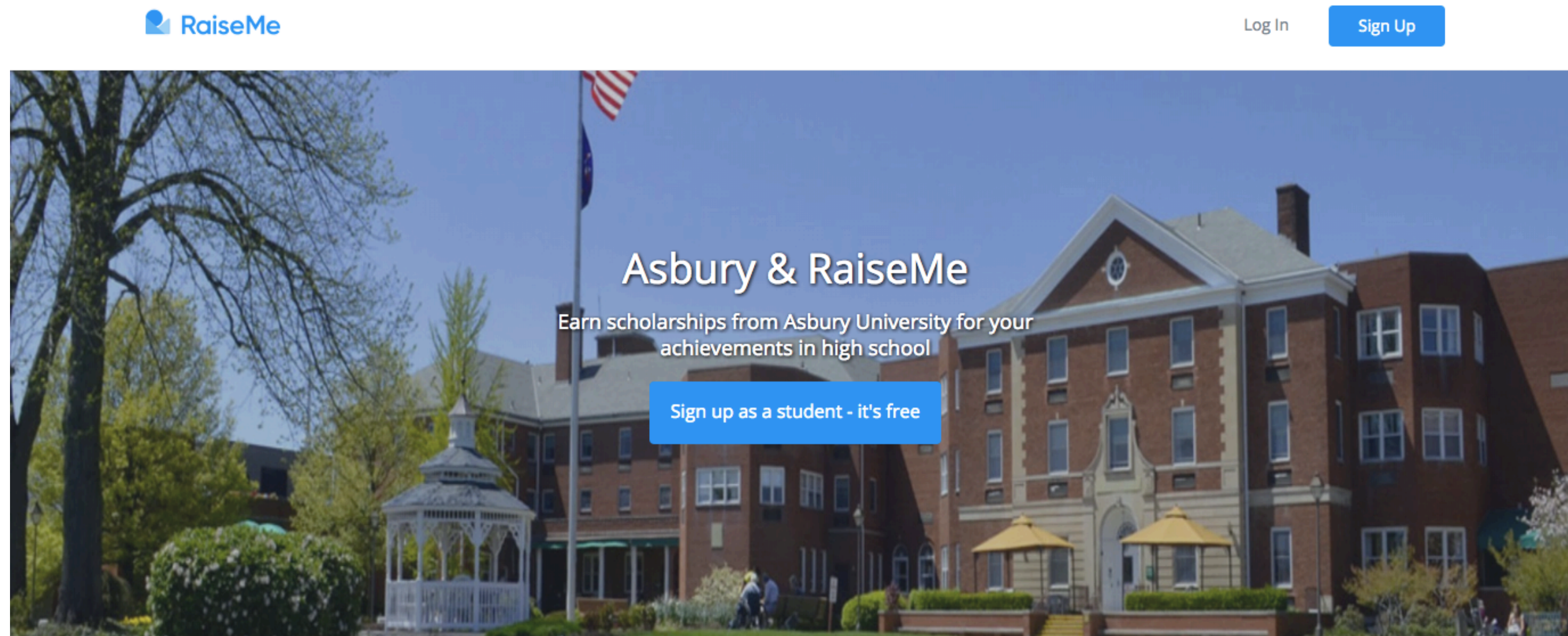
Student success

Aggregate Partner Results



Custom Landing Page

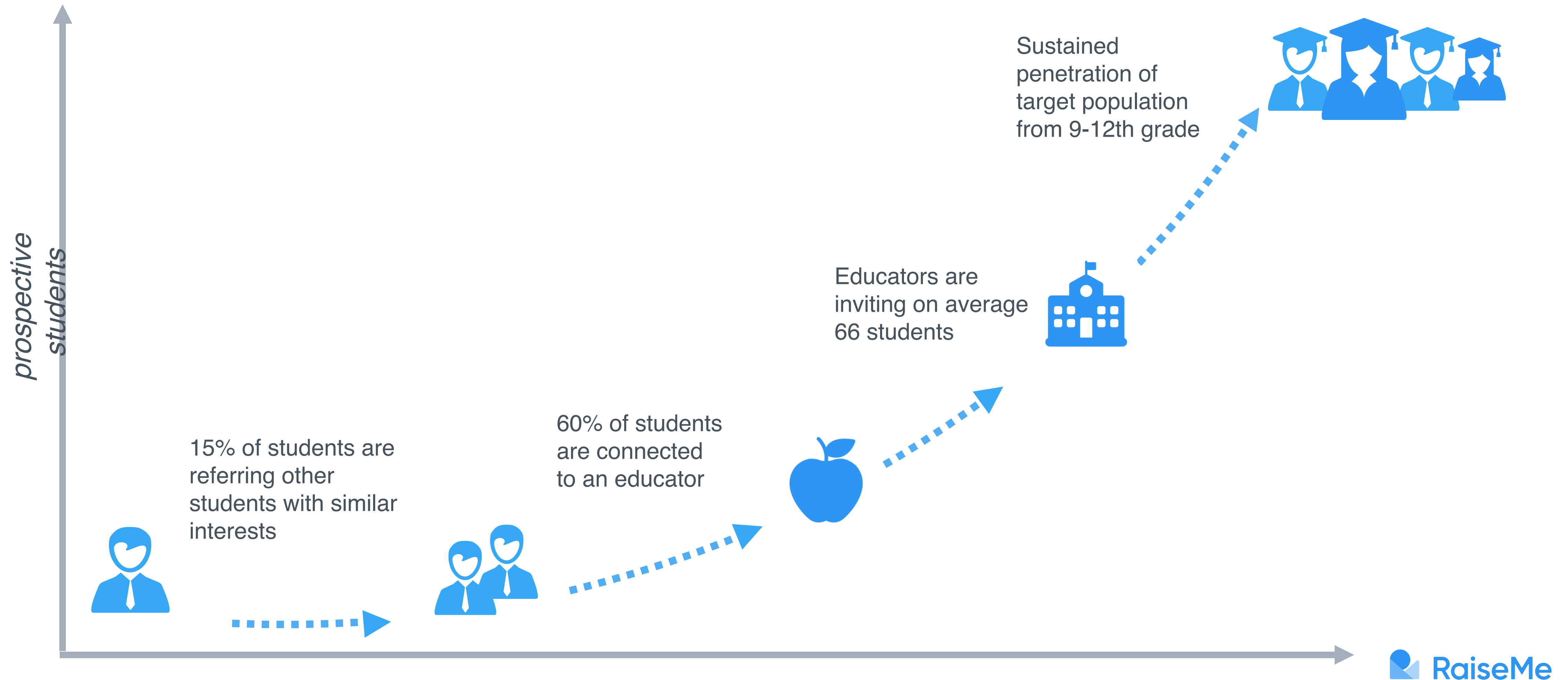
www.raise.me/join/asbury



- ✓ Features co-branding
- ✓ Expedites sign-up process
- ✓ Captures student information
- ✓ Allows users to auto-follow your institution (and only yours)
- ✓ Produces higher application rate from join-page registrations

Long-Term Success

Students refer friends & counselors get invested, referring new students every year



A High School Counselor's Perspective

*“We’ve got kids **starting younger**, we’ve got kids becoming more active, more excited to take more rigorous, **challenging coursework**, to do better, to **study harder**, because they know that eventually, those accomplishments will be rewarded in the form of dollars.”*

- High School Counselor in Florida

What the Students Say



Aaron Robles

Class of 2016 Coral Reef Senior High School

I am 18 years old, I am a Senior in High School and aspire to go to either UCF or UF

2016 3.57 25.0 1140



[Message](#)

*"RaiseMe **opened my eyes** to my potential if earning college tuition money for completing high school with success. Every bit of money I earned **increased my confidence** in paying for college and also **reassured me** that I was **preparing myself for college** in the best way possible." - Aaron*



Leslie Hernandez

Class of 2017 Usc Hybrid High School

Dedicated to making a change in my family and making sure my hard work pays off

2017 3.98 26.0 24

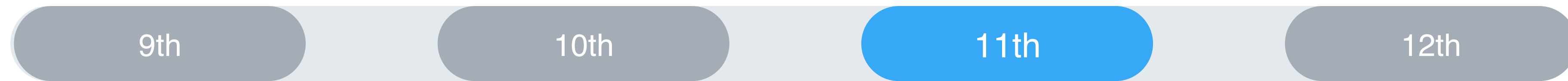


[Message](#)

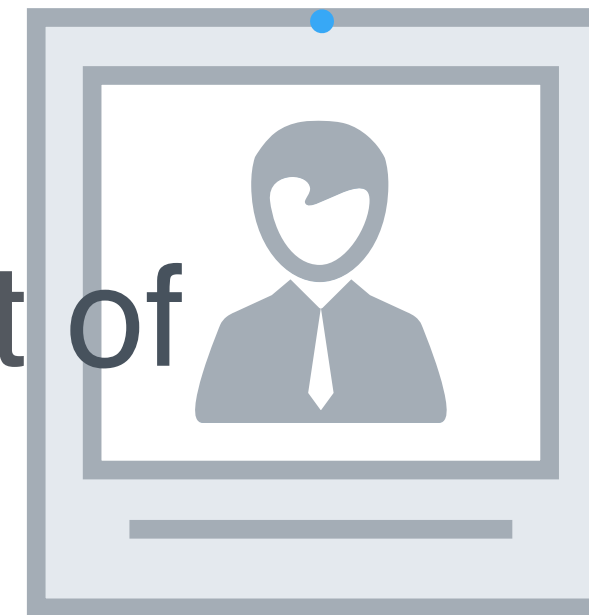
*"I didn't know that Rogers State University was a school **until RaiseMe showed it to me** and I **fell in love** with the school and now that I'm going I **couldn't be happier.**" - Leslie*

Insights From RaiseMe Data

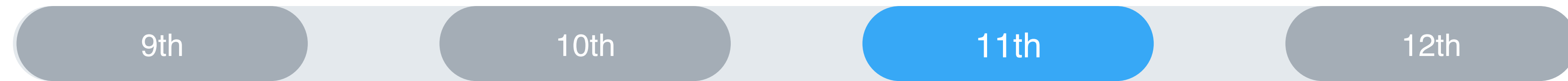
Static Inquiry



Traditional search provides
an incomplete snapshot of
a prospect's information.



Static Inquiry



Traditional search provides
an **incomplete snapshot**
a **prospective's information.**



Only receiving
information from that
moment in time.
Doesn't update.

Average search
name is a second
semester junior

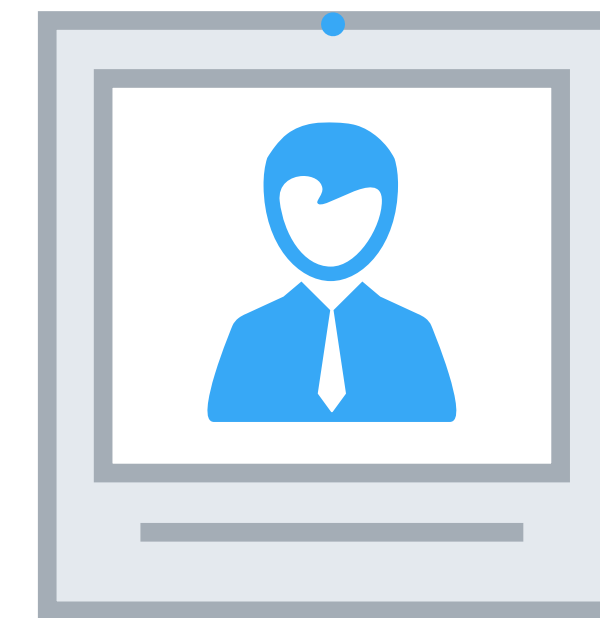
Dynamic Inquiry

9th

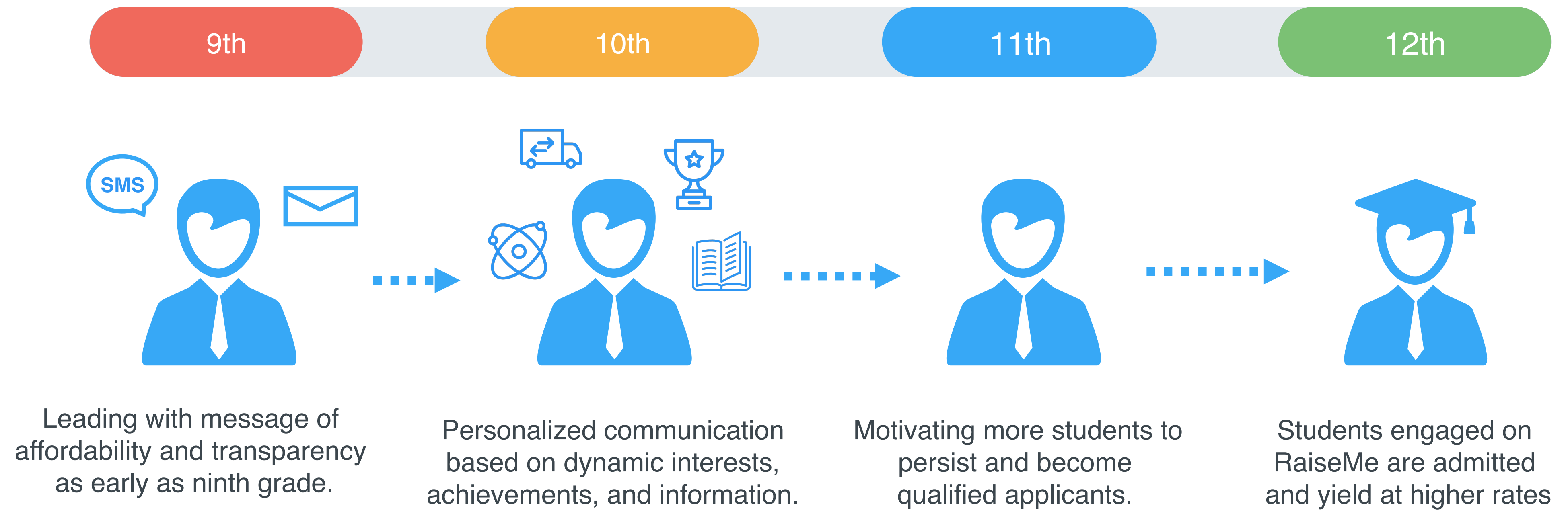
10th

11th

12th



Dynamic Inquiry



RaiseMe College Experience

Invite students and counselors to participate in Raise.me

Keep track of students following your school

Student search can be filtered by a number of categories

Ability to download data set of student information

The screenshot displays the RaiseMe interface with several key features highlighted by arrows:

- Invite Students:** A blue button at the top left of the main content area.
- Following Your College:** A table showing 8379 students following the college.
- Submitted This Year:** A table showing 335 students submitted this year.
- Saved Groups:** A section with a 'manage' link and 'In-State Students' (837).
- Reach More High Schools:** A section with an 'Invite Counselors' button and a description: 'Invite counselors to Raise so they can share the platform with their students and educators.'
- Search and Filters:** A search bar with 'Following x' and a 'Save Group' button. Below are filters for 'following', 'submitted', 'grad', 'academic', 'courses', 'location', and 'activities'.
- Download Button:** A blue button labeled 'Download' with a download icon.
- Student Profiles:** A list of student profiles with their names, status (Following/Submitted), graduation year, GPA, SAT score, and cost of attendance. Profiles shown include Dave Schuman (2017, 3.53, 15.83, 1440, \$25,414), Ian Bardenstein (2016, 3.95, 15.5, 1420), Dan Carew (2017, 3.43, 8.5, 1600, \$16,700), and Marvell Lahens (2017, 2, 1480, \$20,000).
- Filter Menu:** A dropdown menu on the right side of the interface listing various filters: First Gen College, Free/Reduced Lunch, Male, Female, Public School, Private School, Title I School, and Low Income School.

RaiseMe College Experience

Student demographics and contact information



Karen Beltran

Class of 2016 Morristown High

2016 3.82 25.5 152



Address: 120 Maine St, Lawrence, KS 66049

Last active: February 10, 2016

Email: brdnstn@gmail.com

Raise.me: <https://staging.raise.me/students/28467...>

Breakdown of student earnings

Sep 01, 2015 Submitted

\$6,353 per year

\$25,410 total over 4 years

39 Total Micro-Scholarships

+ Get an A (19)	\$3,250
+ Get an B (4)	\$262
+ Academic Progress	\$597
+ Take an AP or IB Course (1)	\$125
+ Take an Honors or Advanced Course (12)	\$1,500
+ Volunteer	\$367
+ PSAT or ACT Plan (1)	\$250

View all student achievements, grades, and activities throughout high school

Courses

2014-2015

AP Calculus AB MATH 1.0 Bifulco MORRISTOWN HIGH SCHOOL A	Honors Biology SCIENCE 1.0 Spencer MORRISTOWN HIGH SCHOOL A A
Honors English 3 ENGLISH 1.0 Dabinett MORRISTOWN HIGH SCHOOL	Graphic Arts Design FINE ARTS 1.0 Boothby MORRISTOWN HIGH SCHOOL

RaiseMe College Experience

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	First Name	Last Name	DOB	Email	Street Address	City	State	Zip	High School	CEEB	Graduation Year	Date signed up for Raise	Gender	Race/Ethnicity
2	Gary	Bardenstein	6/8/97	bobrien4444@gmail.com	1140 Springmont Cir	Lawrence	KS	66049	Cathedral High School, Indianapolis, IN 46226	171158	2016	3/17/14	M	White
3	Connor	Villar-Martinez	7/31/98	ggrasty@cfl.rr.com	15 Farr aveune	Dorchester Center	MA	2124	Fike High, Wilson, NC 27893	220221	2016	5/1/14	F	Hispanic or Latino
4	Christopher	Salomon	2/17/99	natsinatsu@gmail.com	6512 Park Rd.	Charlottesville	VA	22903	Valparaiso High School, Valparaiso, IN 46385	470627	2016	5/28/14	F	Asian, Hispanic or Latino, White
5	Benjamin	Kerr	8/24/98	f77c0a6c@opayq.com	22 Federal Ct	Frederick	MD	21702	Harrison High School, Kennesaw, GA 30152	210535	2016	5/28/14	F	White
6	Seamus	Singh	12/22/98	lizisenberg1997@gmail.com	6042 Sierra Siena Rd	Morgan Hill	CA	95037	Centennial High School, Frisco, TX 75035	52042	2016	7/1/14	F	Asian
7	Noelle	Hypes	11/14/97	16eouimet@berwicksd.org	509 S Yantic Ave	Swansboro	NC	28584	South Mecklenburg High, Charlotte, NC 28210	343895	2016	8/31/14	F	White
8	Rochelle	Knight	5/27/98	julialeigh@att.net	809 Rosehill Dr	Noblesville	IN	46060	Northmont High School, Clayton, OH 45315	152615	2016	9/3/14	F	White
9	Shakira	Ravatt	9/10/98	cduffield16@loyolaprep.org	223 N 34th St	Atascadero	CA	93422	Blue Springs South High, Blue Springs, MO 64014	50165	2016	9/3/14	F	White, Hispanic or Latino
10	Hugh	ciaccia	9/14/97	tngreen55593@gmail.com	38 Whitehaven Dr	North East	MD	21901	Holy Spirit High School, Absecon, NJ 08201	210810	2016	9/15/14	M	White, Asian
11	Stephen	Carroll	1/21/98	jrcrowell@msn.com	2122 N Halsted St Apt 2	Indianapolis	IN	46236	Kent County High School, Worton, MD 21678	151710	2016	9/16/14	F	Black or African American
12	Nathalie	Franulovich	12/31/97	brynaisjabrown@ymail.com	333 Cypress way	Ketchikan	AK	99901	Nondalton School, Nondalton, AK 99640	20065	2016	9/18/14	F	White
13	Kayla	King	1/25/97	julianmc27@earthlink.net	16 Laguna St	Indianapolis	IN	46241	Pinecrest High, Southern Pines, NC 28387		2016	9/18/14	M	White
14	Courtney	Kerley	1/7/98	olivia.schwager@gmail.com	453 Wallis Rd	Linwood	NJ	8221	South Milwaukee High, South Milwaukee, WI 53172	310698	2016	9/23/14	F	White
15	Christopher	Sanchez	3/24/00	uicritic@me.com	1516 Summerfield Dr	Philadelphia	PA	19107	Palisades Charter High, Pacific Palisades, CA 90272	393275	2016	9/24/14	M	Black or African American, Hispanic or Latino
16	Dave	Hostetler	9/5/98	chrishostetler643@gmail.com	5 Peregrine Dr	Chestertown	MD	21620	Mission High, San Francisco, CA 94114	211095	2016	9/30/14	M	White, Asian
17	Angela	Gombert	11/22/97	k.gombert@aol.com	745 Hyde St Apt 2	Drums	PA	18222	Portsmouth High School, Portsmouth, NH 03801	391718	2016	9/30/14	F	White
18	Heather	Wood	10/22/97	wood.louis65@gmail.com	820 S Normandie Ave	Rochester	NY	14610	Allen H S, Allen, TX 75002		2016	10/6/14	M	White
19	Madhuri	Bishop	10/10/98	kaytelynbishop@yahoo.com	51 Noe St	Lincolnton	NC	28092	High Technology High Sch, Lincroft, NJ 07738	342335	2016	10/12/14	F	White
20	Lauren	West	8/11/98	nickwest811@yahoo.com	108 Kristin Ct	Acworth	GA	30101	Raise High, San Francisco, CA 94110		2016	10/18/14	M	Hispanic or Latino
21	douglas	Beringer	1/28/98	cattom1991@gmail.com	6512 Park Rd.	Minneapolis	MN	55424	Raise High, San Francisco, CA 94110	240708	2016	10/22/14	F	White
22	Lindsey	Masson	9/17/97	ncmasson@comcast.net	257 Scott Dr	Valparaiso	IN	46383	Raise High, San Francisco, CA 94110	153570	2016	10/27/14	M	White
23	bill	Myers	9/21/97	axa190@gmail.com	350 5th Ave	Allison Park	PA	15101	York High, Yorktown, VA 23692	390045	2016	11/6/14	F	White
24	Abby	Grant	12/23/97	dykesd@1791.com	6156 Red Hawk Ct	Cherry Hill	NJ	8003	Harriton Shs, Rosemont, PA 1901					
25	Paula	Kearse	4/30/98	jenniferkearse@me.com	217 Radcliffe Dr	Boone	NC	28607	Holy Spirit High School, Absecon					
26	Lauren	Kazim	9/29/98	zkazim1@yahoo.com	350 5th Ave	Wayne	PA	19087	James Madison High School, No					
27	Paula	Bowman	10/24/97	steezy_seth@yahoo.com	215 Mini Ranch Rd	Sebring	FL	33870	A & M Cons H S, College Station,					
28	K	Cupery	3/15/98	hannahpencils@yahoo.com	2300 Paris Ave SE	Grand Rapids	MI	49507	University High, Irvine, CA 92612					
29	Rob	Christian	11/8/97	doodlebutt143@gmail.com	4765 Lama Ln	Lincolnton	NC	28092	Bremerton High School, Bremert					
30	Brianna	Perez	11/3/97	as50letsgo@gmail.com	22 Federal Ct	Galloway	NJ	8205	Terry Parker High School, Jackso					
31	Ayanna	Homan	1/31/94	jgruber12@cinci.rr.com	125 Maple Ave	Loveland	OH	45140	Winter Park High, Winter Park, F					
32	Emily	Wu	7/23/98	aegisvindico@gmail.com	7486 Frederiksen Ln	Dublin	CA	94568	Terry Parker High School, Jackso					
33	Dan	Bone	8/15/97	smbmia1234@yahoo.com	10924 Middleford Pl	Fort Wayne	IN	46818	Terry Parker High School, Jackso					
34	Marvell	Troutman	4/22/98	cmtoutman22@gmail.com	47 S Diamond St	Shamokin	PA	17872	Shamokin Area High School, Sha					
35	Zach	Levingston	5/23/98	dezlev@yahoo.com	752 Redway Cir Trotwo	Dayton	OH	45426	Stivers School For The Arts, Day					
36	Annika	Lazic	7/26/97	laz743710@gmail.com	1578 River Hills Cir W	Jacksonville	FL	32211	Terry Parker High School, Jackso					

Dataset includes full name, email, address, demographic info, earnings breakdown, and unique student identifiers. Easy integration into any CRM

First Name	PSAT Score
Last Name	PSAT Math
DOB	PSAT Critical Reading
Email	PSAT Writing
Street Address	ACT PLAN Score
City	SAT Score
State	SAT Math
Zip	SAT Critical Reading
High School	SAT Writing
CEEB Code	ACT Score
Graduation Year	AP Test Scores of 3
Date signed up for Raise	AP Test Scores of 4
Gender	AP Test Scores of 5
Race/Ethnicity	Community Service Hours
US Citizen or Permanent Resident?	Number of Activities
Free/reduced Lunch?	Leadership Positions
First Gen?	Date First Followed
Total Annualized Micro-scholarship Earnings	Interactions With College
Cumulative UW GPA	Date Scholarships Submitted
Total Credits	Raise Code
Number of Advanced Courses	Mobile

Student Data From Followers

The screenshot shows the RaiseMe website interface. At the top, there's a navigation bar with 'Portfolio', 'Scholarships', and 'Colleges'. A user profile for 'Dan Carew' is visible. A modal window titled 'Track the status of your application process' is open, showing a list of colleges with application status buttons: 'University of Kansas \$5,600 earned', 'Oberlin College \$6,550 earned', and 'Colby College \$8,500 earned'. Below the modal, the profile of 'Ian Bardenstein' is shown, including fields for 'Class Year' (Class of 2018), 'High School' (Mission High), 'Bio' (I'm interested in working in education after college.), and 'What are you interested in studying?' (Philosophy, Education).

First Name	Total Credits
Last Name	Number of Advanced Courses
DOB	PSAT Score
Email	PSAT Math
Street Address	PSAT Critical Reading
City	PSAT Writing
State	ACT PLAN Score
Zip	SAT Score
Mobile	SAT Math
High School	SAT Critical Reading
CEEB	SAT Writing
Graduation Year	ACT Score
Date signed up for Raise	AP Test Scores
Sex	Community Service Hours
Race/ Ethnicity	Activities
US Citizen or Permanent Resident?	Leadership Positions
Free/ reduced Lunch?	Date First Followed
First Gen?	Interactions With College
Total Annualized Micro-scholarship Earnings	Date Scholarships Submitted
Cumulative UW GPA	Raise Code


• Collecting Students' Academic Interest

• Tracking Intent to Apply

How Colleges Take Action on Insights

Scenario A:

A student changes their academic interest from chemistry to environmental science.

 *Partner adjusts the communications flows the student receives to highlight environmental science program.*

Scenario B:

A student views a college's profile page multiple times within the last month, causing their likelihood to apply score to increase.

 *Partner segments the student as a hard inquiry and begins increasing touch points.*

Scenario C:

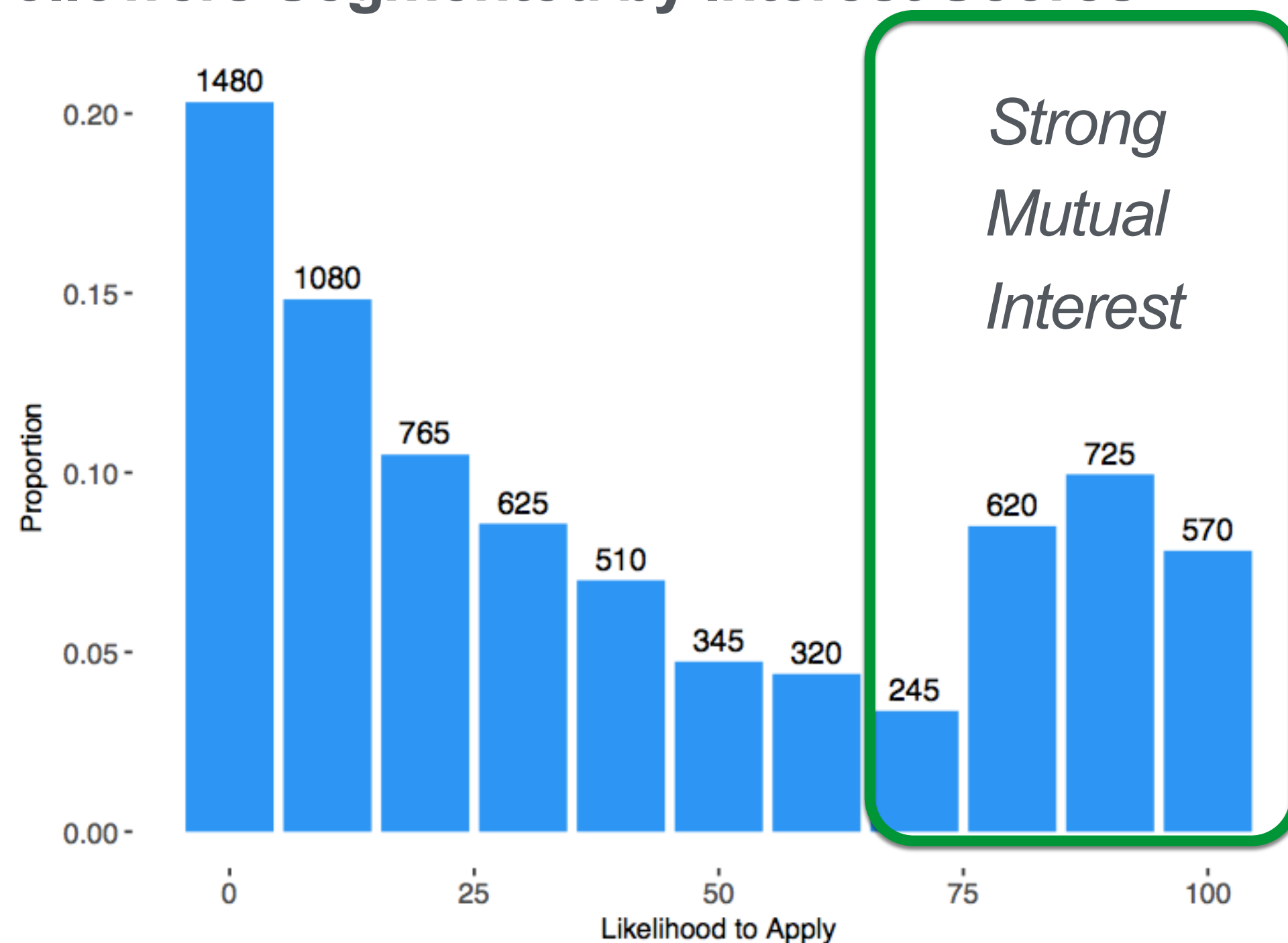
 A student indicates in their portfolio that they received the Eagle Scout Gold Award.

Recruiter reaches out to student to discuss scholarship opportunities for Eagle Scouts.

Likelihood of Applying Scoring & Analytics

Likelihood of applying scores combine behavioral, demographic, academic, and historical enrollment factors to **demarcate students who are a strong fit**

Followers Segmented by Interest Scores

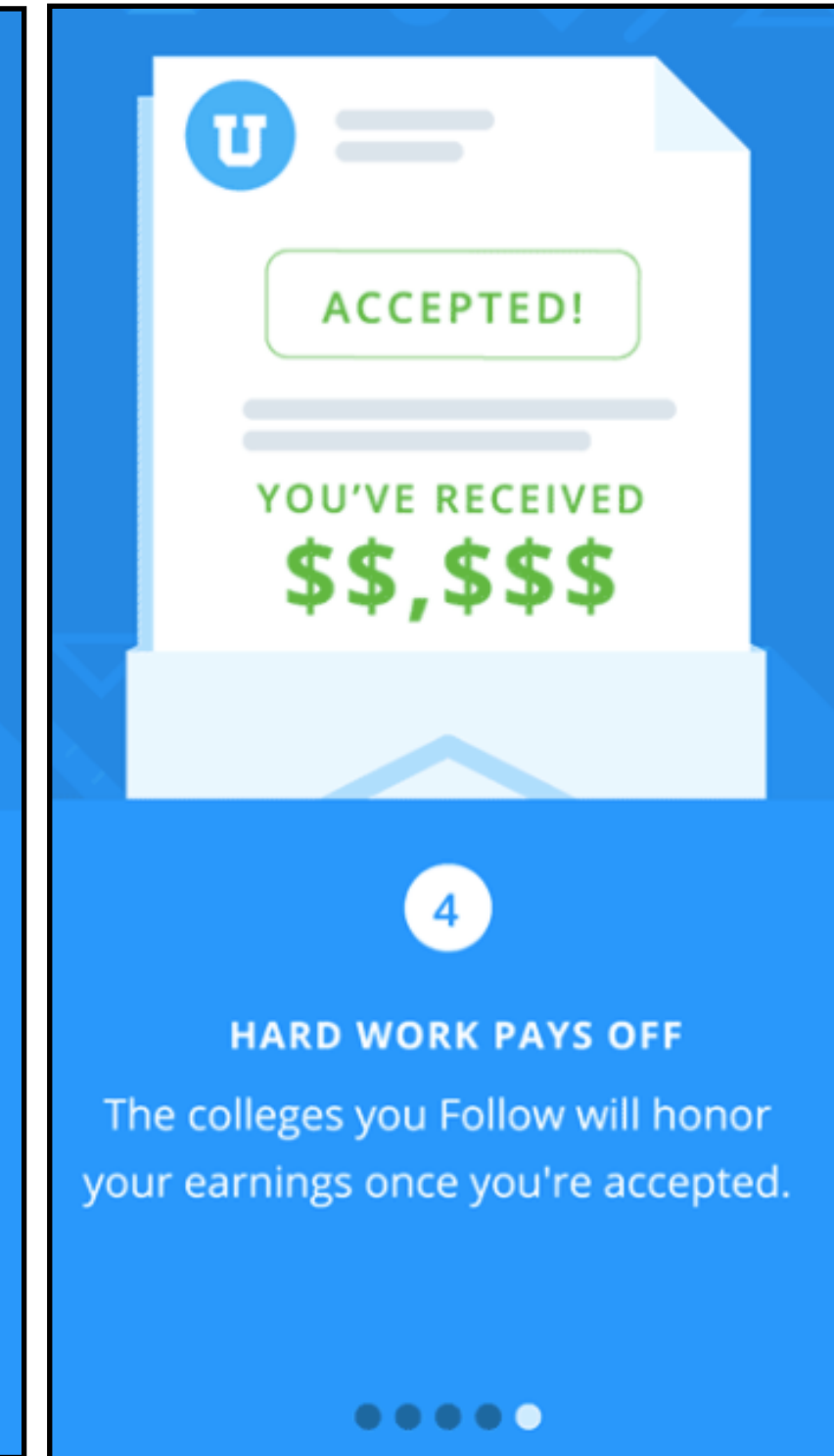
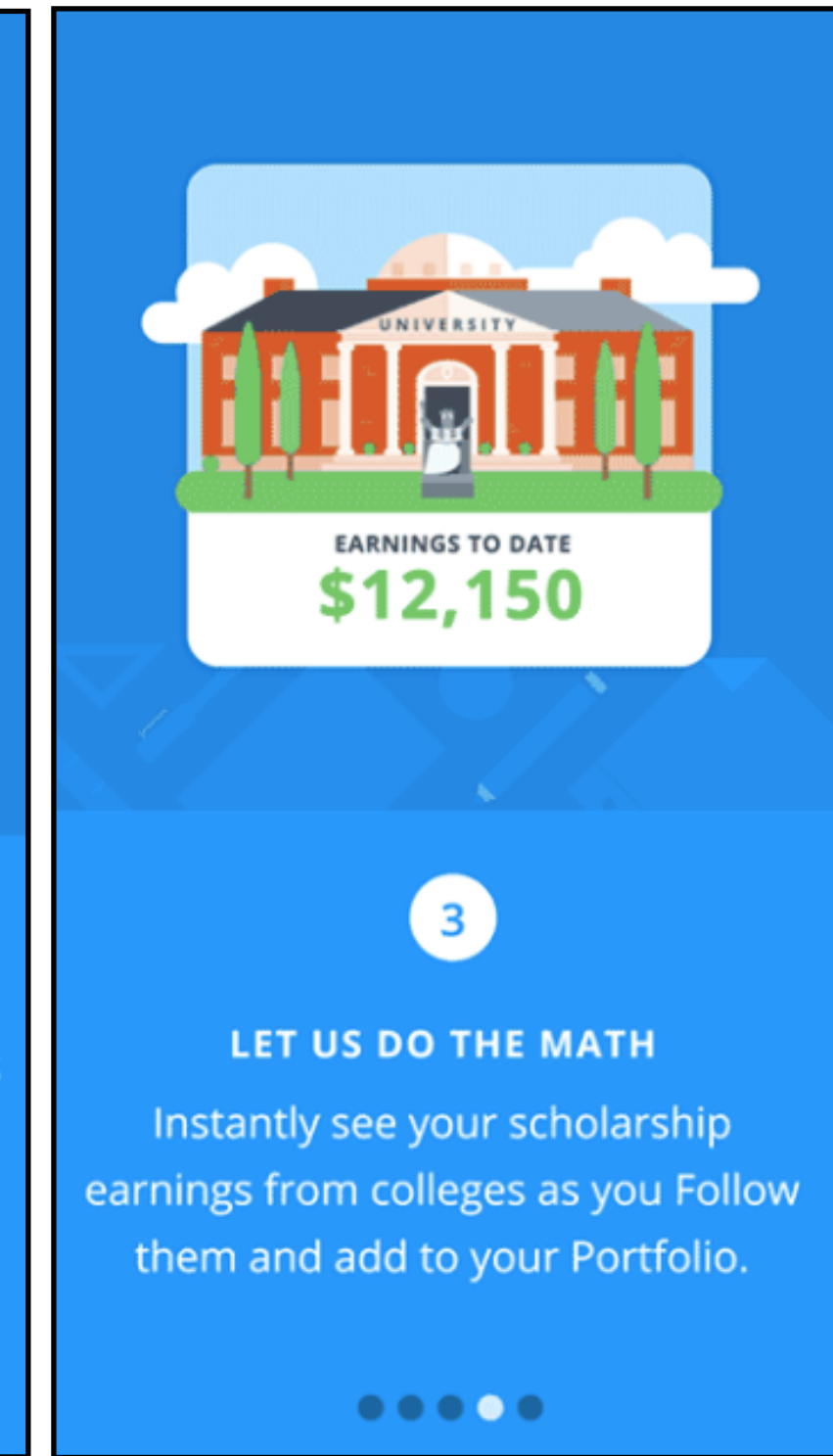
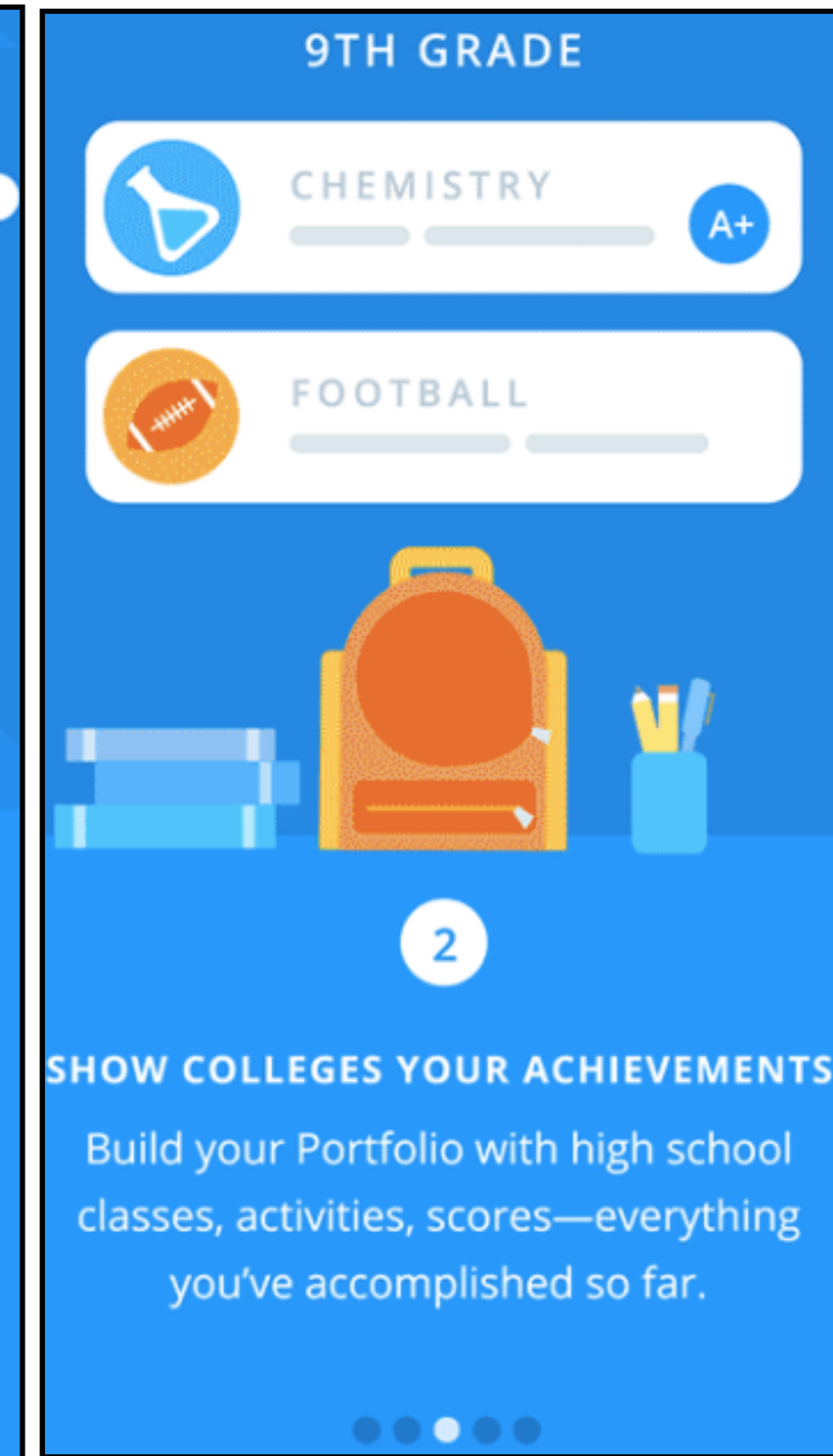
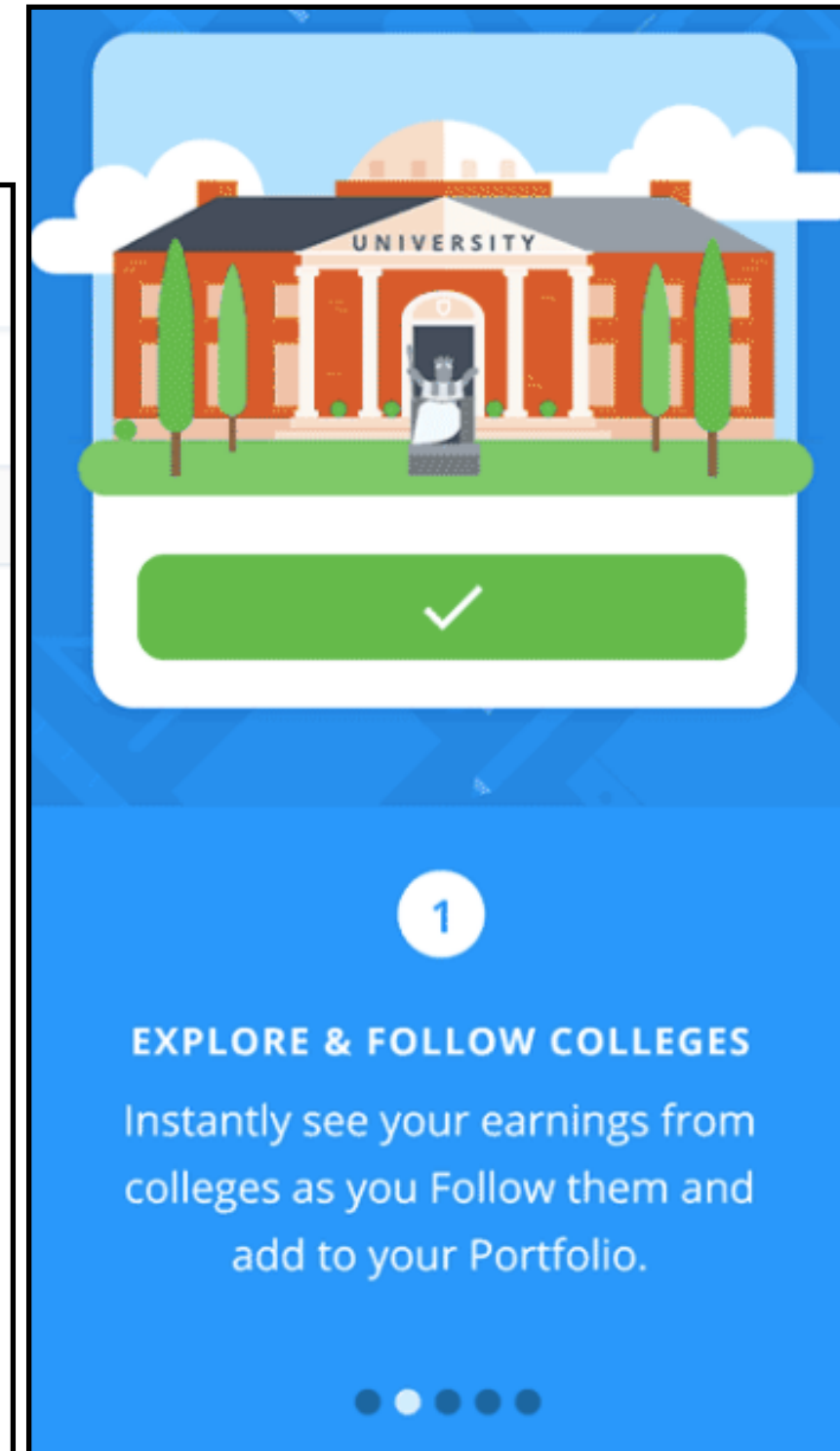
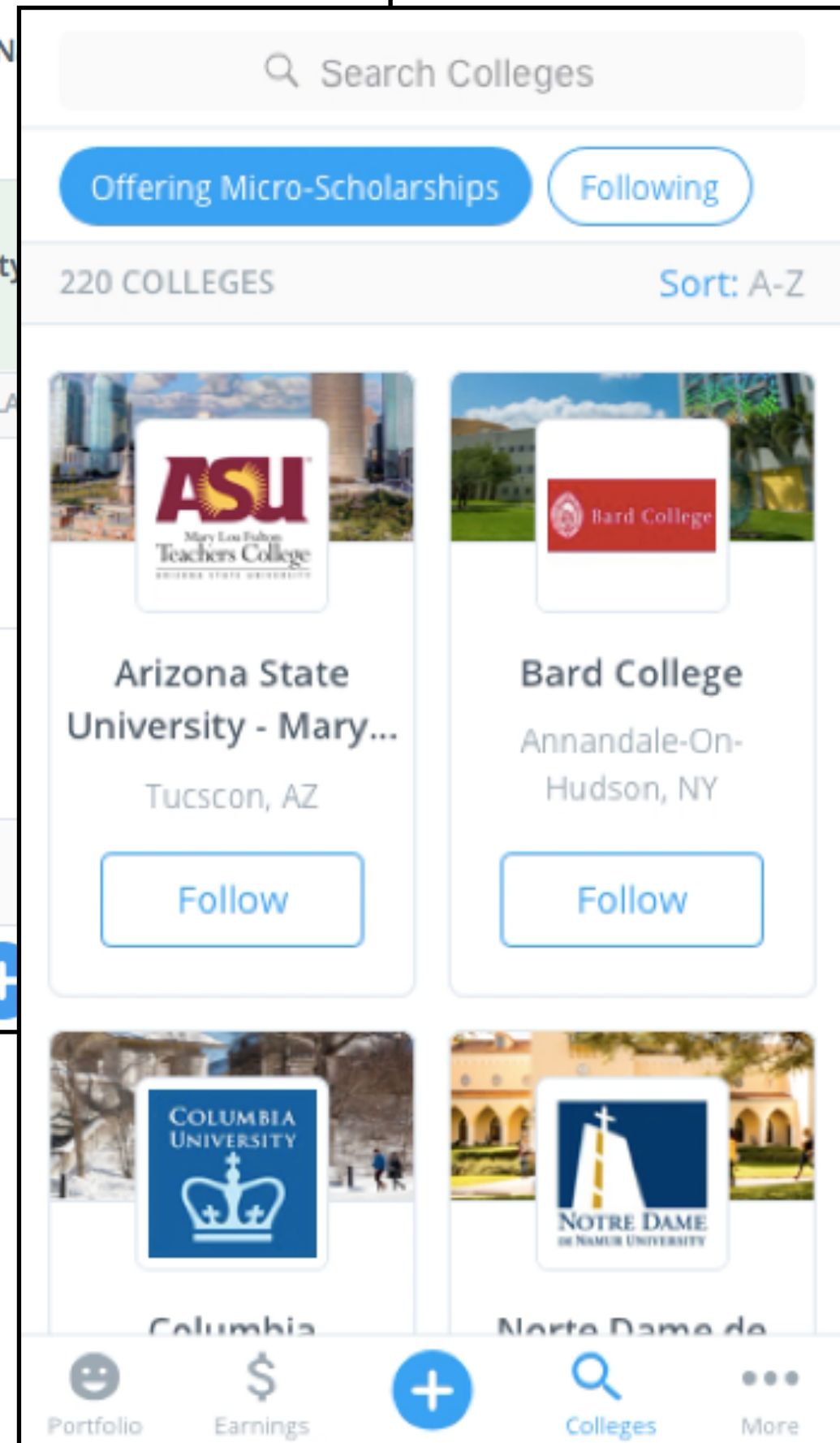
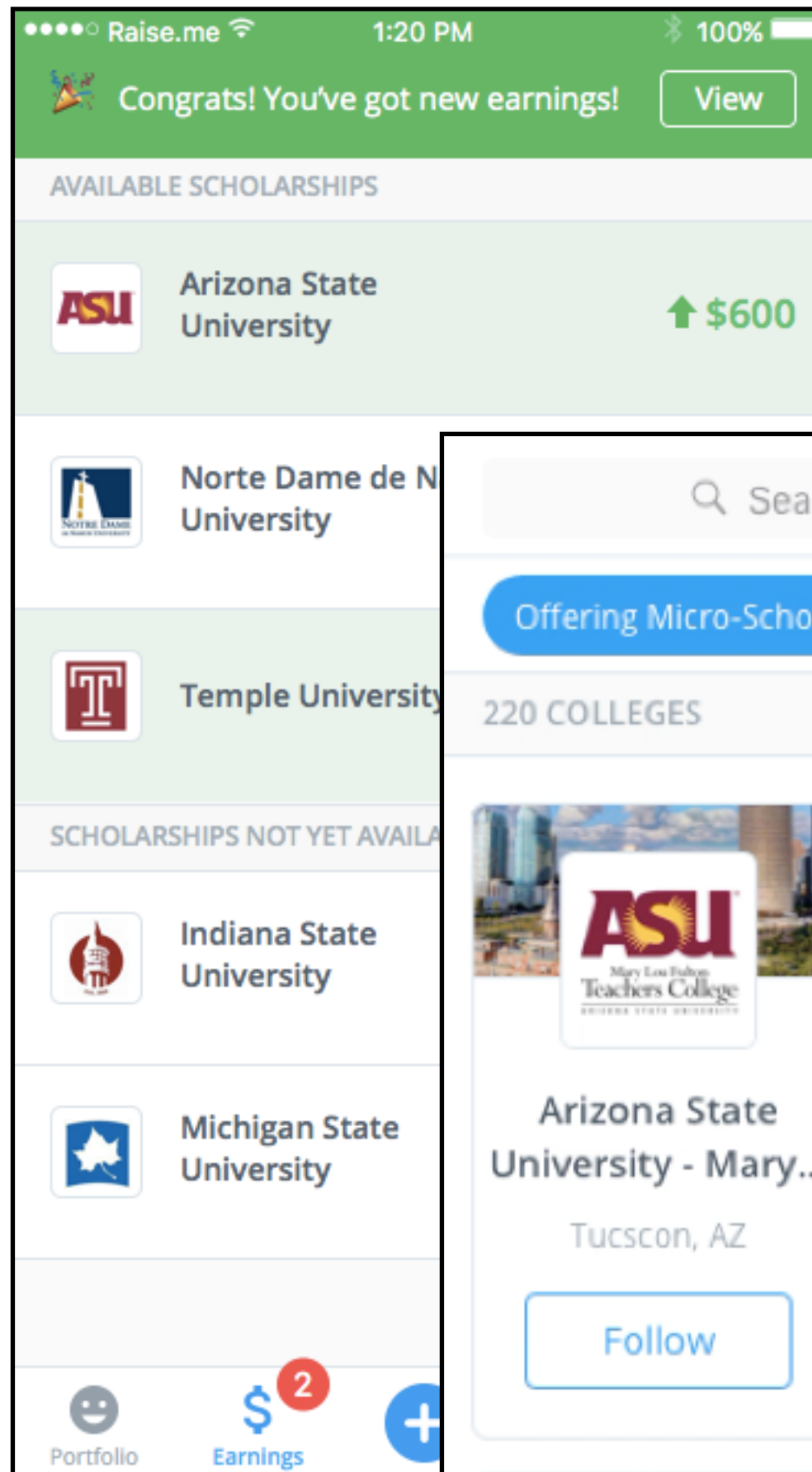


Example Behavioral Attributes

1. Number of RaiseMe colleges followed
2. Proportion of page views to Partner's page out of all college profile visits
3. Number of students following Partner on RaiseMe from the student's high school
4. Micro-scholarship dollars earned
5. Length of time as a RaiseMe user
6. How students started following a Partner

Mobile App

Mobile App Student Onboarding



Results

Case Study: Florida International University

Program Overview

- Students with above a 3.0 GPA
- Eligible to earn a maximum of \$2,500 per year

2015-'16 Program Results

- 4,989 applications, 3,361 admitted students, 2,080 enrollments
- 303 first source
- 2% increase in 1st year retention (86% vs 84%)

69% vs. 50% average

Acceptance Rate

60% vs. 39% average

Yield Rate



The screenshot shows a news article on the FIU News website. The article is titled "High schoolers earn FIU scholarships using Raise.me" and is posted by Joel Delgado on 01/19/2016 at 12:01 pm. It features a photo of a student with dreadlocks writing in a notebook. The article text states that high school students can now earn scholarships to FIU through the Raise.me platform. A video player is embedded in the article, showing a "Moment on Election Day" with American flags. The article is categorized under "BeyondPossible2020".

FIU and FL Public on RaiseMe

FL Public without a program and FIU with a program - *As of June 2017*

	FL Public	FIU
Followers	6,157	68,536
Freshmen	557	9,759
Sophomores	1,112	15,339
Juniors	1,890	19,750
Seniors	2,598	23,688
Florida	5,400	65,539
Texas	83	319
New Jersey	71	168
Pennsylvania	61	198
New York	49	156

raise.me Portfolio Scholarships Colleges +\$100 Search for a college...

FIU Florida International University
Miami, FL

\$2,824 Earned \$706 per year
7 more course credits required to redeem your scholarships

Your Scholarships About Florida International University Following

Get an A
Earn \$55 for each A in any course, excluding Non-Core courses. **\$440**
9 As


Perfect Attendance for a year
Earn \$50 for each year of perfect attendance.

Requirements
During 9th - 12th Grade

Minimum GPA to earn Micro-Scholarships on Raise.me **3.0**

Minimum credits required **15.0**

Case Study: University of Rochester



MONEY FOR COLLEGE

Get scholarships from University of Rochester on Raise.me for your achievements in high school.

\$340 For each A in a course	\$380 For each leadership position held
\$500 For taking an Honors level course	\$1,000 For each AP or IB course taken

Sign Up For Free at www.raise.me/join/rochester

raise.me



Get your students started on their path to college.

Raise.me is the easiest way for your students to earn scholarships for their high school achievements beginning in the 9th grade.

Introducing Micro-scholarships

Through Raise.me, your students can now earn "micro-scholarships" (performance based scholarships for achievements in and outside of the classroom) from University of Rochester and more than 180 colleges from across the country. Raise.me helps your students get a head start on their college search and develop into stronger, more well-rounded applicants.

Become a Raise.me school!

1. Visit www.raise.me/educators and create your free Educator account.
2. Sign up for a Raise.me welcome presentation to learn more about how you can use the program with your students.
3. Email Amanda Schwab (amanda.schwab@raise.me) with any questions.

raise.me

Average **34%** acceptance rate **23%** yield rate

2014-2015

51 Applications, 24 Accepted, 6 Enrolled - 1st year of RaiseMe
RaiseMe Students: **47%** acceptance rate, **25%** yield rate

2015-2016

400 Applications, 191 Accepted, 49 Enrolled
RaiseMe Students: **48%** acceptance rate, **26%** yield rate

2016-2017

584 Applications, 260 Accepted, 62 Enrolled
Total average earnings for RaiseMe students including earnings: \$33,088,
RaiseMe Students: **45%** acceptance rate, **24%** yield, **38%** underrepresented

Case Study: University of Dayton

Top 100 National University

Private - Midwest

Goal: Increase visibility, applications, and yield

Dayton - 2015



Raise.me Program: Students with above a 3.0 unweighted GPA could earn up to \$10,000 per year. T offered 14 micro-scholarships focused on course rigor, grades, and college interactions (visits, summer programs, etc.).

2015 Results: Received 352 applications, granted admission to 327 students and 160 students submitted enrollment deposits.

93% vs. 50% avg

Acceptance Rate

50% vs. 24% avg

Yield

Case Study: University of Dayton

Top 100 National University

Private - Midwest

Goal: Increase visibility, applications, and yield

Dayton - 2016



Raise.me Program: Students with above a 3.0 unweighted GPA could earn up to \$10,000 per year. They offered 14 micro-scholarships focused on course rigor, grades, and college interactions (visits, summer programs, etc.).

2016 Results: Received 1,913 applications, granted admission to 1,450 students and 433 students submitted enrollment deposits (25% of freshmen class).

76% vs. 53% avg

Acceptance Rate

30% vs. 21% avg

Yield

Case Study:

Private Liberal Arts College — Eastern Region

Program

- Open to all students
- 2.5 Minimum GPA

Goals

- Increase applications
- Increase out of state applications (particularly from New Jersey)

92% admit rate vs.
71% reported admit rate

31% yield rate vs.
18% reported yield rate

▲ **157** students applied

▲ **144** students admitted

▲ **45** students enrolled

38% out of state deposits and **5**
deposits from New Jersey

Case Study:

Private Regional University — Midwest Region

Program

- Open to all students
- 3.0 Minimum GPA

Goals

- Early engagement
- Increase brand awareness
- Drive conversions and yield among first generation and out-of-state students

84% admit rate vs.
69% reported average

25% yield rate vs.
18% reported average

▲ **408** students applied

▲ **342** students admitted

▲ **84** students enrolled

- **69%** Out-of-state applicants
- **48%** Out-of-state deposits
- **27%** First generation applicants
- **24.6k** Freshmen, sophomore, & junior followers

Alignment & Partnership With Capture



RaiseMe

and



capture

Providing scholarship opportunities to more students.

Metrics Reporting Example

Total Population

(The following data is for your raise.me program broadly and includes all followers for ASU Teacher's College as well)

Followers
3,678 recent followers (last 2 weeks)
56,739 total followers (17-21)

Grade Breakdown of Followers



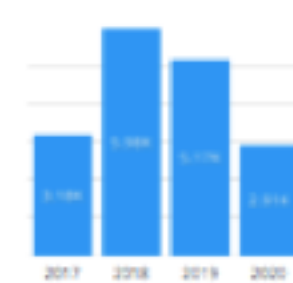
Top 10 States for Followers

State	Followers
AZ	22,726
CA	16,360
CO	4,577
TX	2,747
NV	1,332
WA	1,202
IL	907
HI	870
NM	681
OR	436

Earners

18,763 students earning

Grade Breakdown of Earners



Join Page Signups

284 total join page signups

by graduation year

Year	Join Page Signups
2017	109
2018	122
2019	42
2020	11

Weekly Join Page Signups



In-State Market

(The following data is for students in your in-state market)

Last Two Weeks
707 Followers
678 Raise.me Students (-24.25%)
15 Educators (+15.38%)
None Join Page Signups

Primary Market Growth



Top 10 Recent Growth Schools (Raise.me Student Users)

High School	State	This Week	Last Week
MOHAVE HIGH SCHOOL	AZ	26	21
DESERT RIDGE HIGH	AZ	25	25
SANDRA DAY O'CONNOR HIGH SCHOOL	AZ	19	6
BUCKEYE UNION HIGH SCHOOL	AZ	17	2
HAMILTON HIGH SCHOOL	AZ	13	6
RED MOUNTAIN HIGH SCHOOL	AZ	8	5
WESTWOOD HIGH SCHOOL	AZ	8	3
MOUNTAIN VIEW HIGH SCHOOL	AZ	6	1
SUNRISE MOUNTAIN HIGH SCHOOL	AZ	6	0
PINNACLE HIGH SCHOOL	AZ	6	7

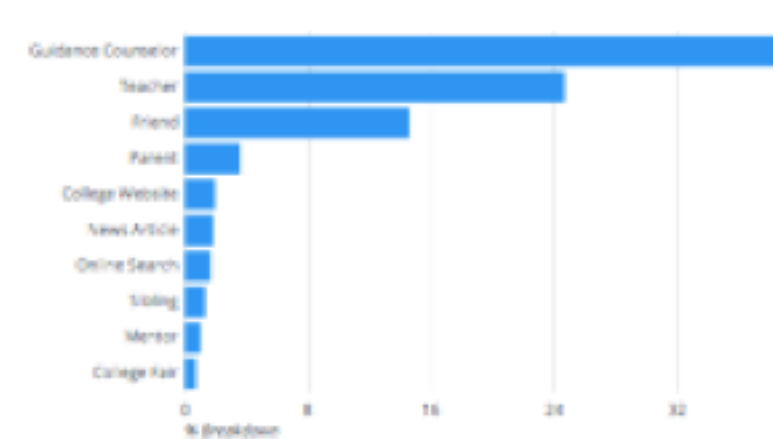
Cumulative Data
(2016-2017 School Year)

22,726 Followers
27,348 Students on Raise.me
584 Educators
161 Join Page
6.76% % of Market on Raise.me

Grade Breakdown



How Students Heard about Raise.me



Primary Out-of-State Markets

(The following data is for students in your primary out-of-state markets - CA, CO, TX, IL, MN, WA, NY)

Last Two Weeks
58 Followers
5,297 Raise.me Students (+10.65%)
96 Educators (+3.23%)
None Join Page Signups

Primary Market Growth



Top 10 Recent Growth Schools (Raise.me Student Users)

High School	State	This Week
XAVIER HIGH SCHOOL	NY	126
Parkview High School	TX	82
PORTER H.S.	TX	82
CENTRAL HIGH SCHOOL	IL	51
EISENHOWER MATH GRADE SCHOOL	TX	49
JACK E SINGLEY ACADEMY	TX	48
INTERNATIONAL SCHOOL OF AMERICA	TX	42
Academies of Education and Empowerment	CA	31
BLANCH COLONY HIGH	CA	30
ACADEMIES OF EDUCATION AND EMPowerment AT CARSON H	CA	30

Cumulative Data
(2016-2017 School Year)

24,544 Followers
151,957 Students on Raise.me
5,113 Educators
55 Join Page
2.16% % of Market on Raise.me

Feeder Schools

(The following data is for those high schools that you have identified as feeders.)

Last Two Weeks
176 Priority Followers
157 Raise.me Students (-48.36%)
2 Educators (-33.33%)
None Join Page Signups

Priority Population Growth



Top 10 Recent Growth Schools (Raise.me Student Users)

High School	State	This Week	Last Week
RED MOUNTAIN HIGH SCHOOL	AZ	8	5
WESTWOOD HIGH SCHOOL	AZ	8	3
MOUNTAIN VIEW HIGH SCHOOL	AZ	6	1
SUNRISE MOUNTAIN HIGH SCHOOL	AZ	6	0
DOBSON HIGH SCHOOL	AZ	5	1
WASHINGTON HIGH SCHOOL	AZ	4	2
DESERT VISTA HIGH SCHOOL	AZ	3	3
MOON VALLEY HIGH SCHOOL	AZ	3	1
NORTH HIGH SCHOOL	AZ	3	5

The RaiseMe and Capture Partnership

RaiseMe and Capture Deliver Scholarship Messaging To Prospects More Effectively

Connects with students who are on school website to your RaiseMe program

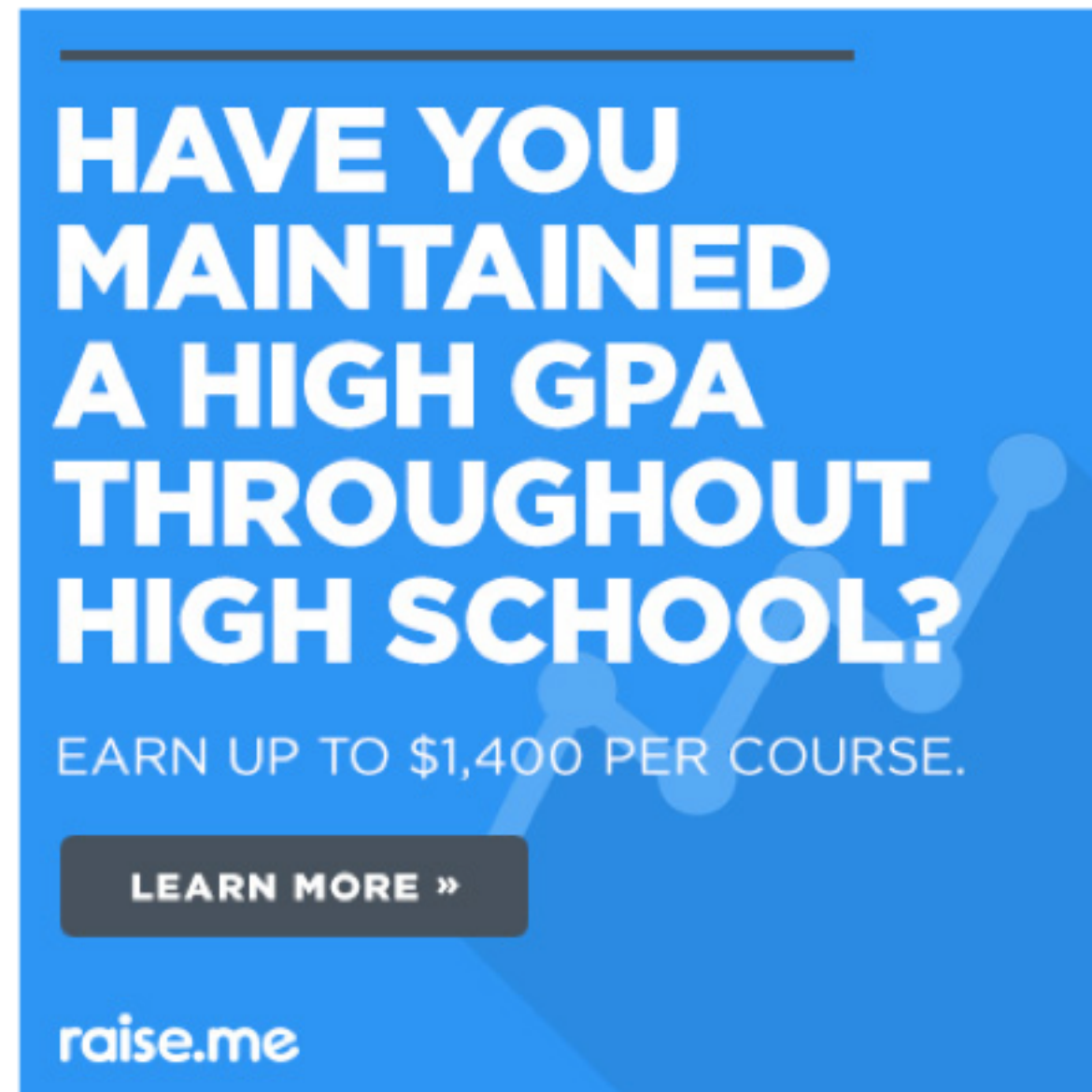
Provides digital automation marketing tools to increase the # of student prospects through RaiseMe

Utilizes student website behavioral data to know the perfect time to deliver customizable messaging to engaged students



How CBE Works

By using Capture's marketing automation platform, CBE, RaiseMe will be able to deliver personalized scholarship messaging to your potential students.



Sample Toaster Dynamic Content

Two types of dynamic content tools will be used:

- #1 Toaster:** a small graphic that slides up from the bottom right-hand corner of a webpage. These small ads are directed towards students with a specific call-to-action.
- #2 Pop-Over:** a graphic that takes over a full webpage and must be closed to view original page content. Popovers display only once.

How CBE Works

Each RaiseMe partner will select 3 of the 5 options available.

Option 1: “Each A”

Earn up to \$1,500 for each ‘A’

Option 2: “High GPA”

Have you Maintained a high GPA in high school? Earn up to \$1,400 per course

Option 3: “Campus Visit”

Been to campus yet? Earn up to \$4,500 in scholarships for visiting our college

Option 4: “Club/Sports”

There’s still time, don’t wait. Earn per extra curricular activity.

Option 5: “Referral”

Receive a \$100 scholarship when your friends sign up with your referral link

Sample Option #1

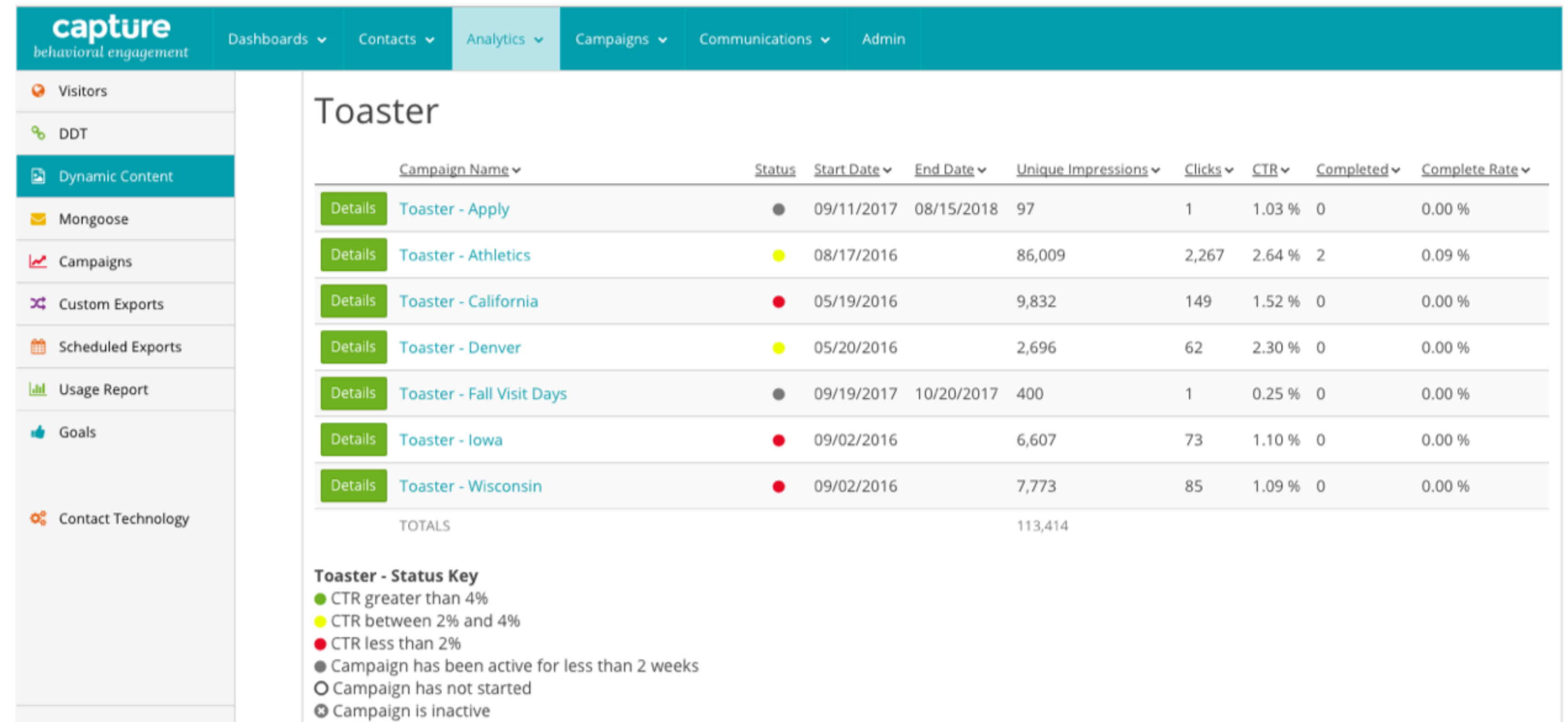
A blue promotional card for RaiseMe. The main headline reads "Earn up to \$1,500 for each 'A'". Below this, it says "CLASS OF '18 OR LATER - EARN SCHOLARSHIPS!". There is a white button with the text "LEARN MORE »". The RaiseMe logo is in the bottom left corner. On the right side, there are several circular icons: a blue one with a 'U', a green one with a graduation cap, a red one with a star, and a yellow one with an open book.

Sample Option #5

A blue promotional card for RaiseMe. The main headline reads "Refer your friends!". Below this, it says "RECEIVE A \$100 SCHOLARSHIP WHEN YOUR FRIENDS SIGN UP WITH YOUR REFERRAL LINK. IT'S THAT EASY!". There is a white button with the text "LEARN MORE »". The RaiseMe logo is in the bottom left corner. On the left side, there is a green circular icon with a white heart.

How CBE Works – Marketing Campaign Results Dashboard

RaiseMe partners will be able to login to Capture's CBE dashboard to review campaign data and prospective student actions for each campaign.



The screenshot shows the 'capture behavioral engagement' dashboard. The main content area displays a table of campaign results for 'Toaster'. The table includes columns for Campaign Name, Status, Start Date, End Date, Unique Impressions, Clicks, CTR, Completed, and Complete Rate. A legend below the table explains the status key: green for CTR > 4%, yellow for CTR between 2% and 4%, red for CTR < 2%, grey for campaigns active for less than 2 weeks, white for campaigns not started, and a crossed-out circle for inactive campaigns.

	Campaign Name	Status	Start Date	End Date	Unique Impressions	Clicks	CTR	Completed	Complete Rate
Details	Toaster - Apply	●	09/11/2017	08/15/2018	97	1	1.03 %	0	0.00 %
Details	Toaster - Athletics	●	08/17/2016		86,009	2,267	2.64 %	2	0.09 %
Details	Toaster - California	●	05/19/2016		9,832	149	1.52 %	0	0.00 %
Details	Toaster - Denver	●	05/20/2016		2,696	62	2.30 %	0	0.00 %
Details	Toaster - Fall Visit Days	●	09/19/2017	10/20/2017	400	1	0.25 %	0	0.00 %
Details	Toaster - Iowa	●	09/02/2016		6,607	73	1.10 %	0	0.00 %
Details	Toaster - Wisconsin	●	09/02/2016		7,773	85	1.09 %	0	0.00 %
TOTALS					113,414				

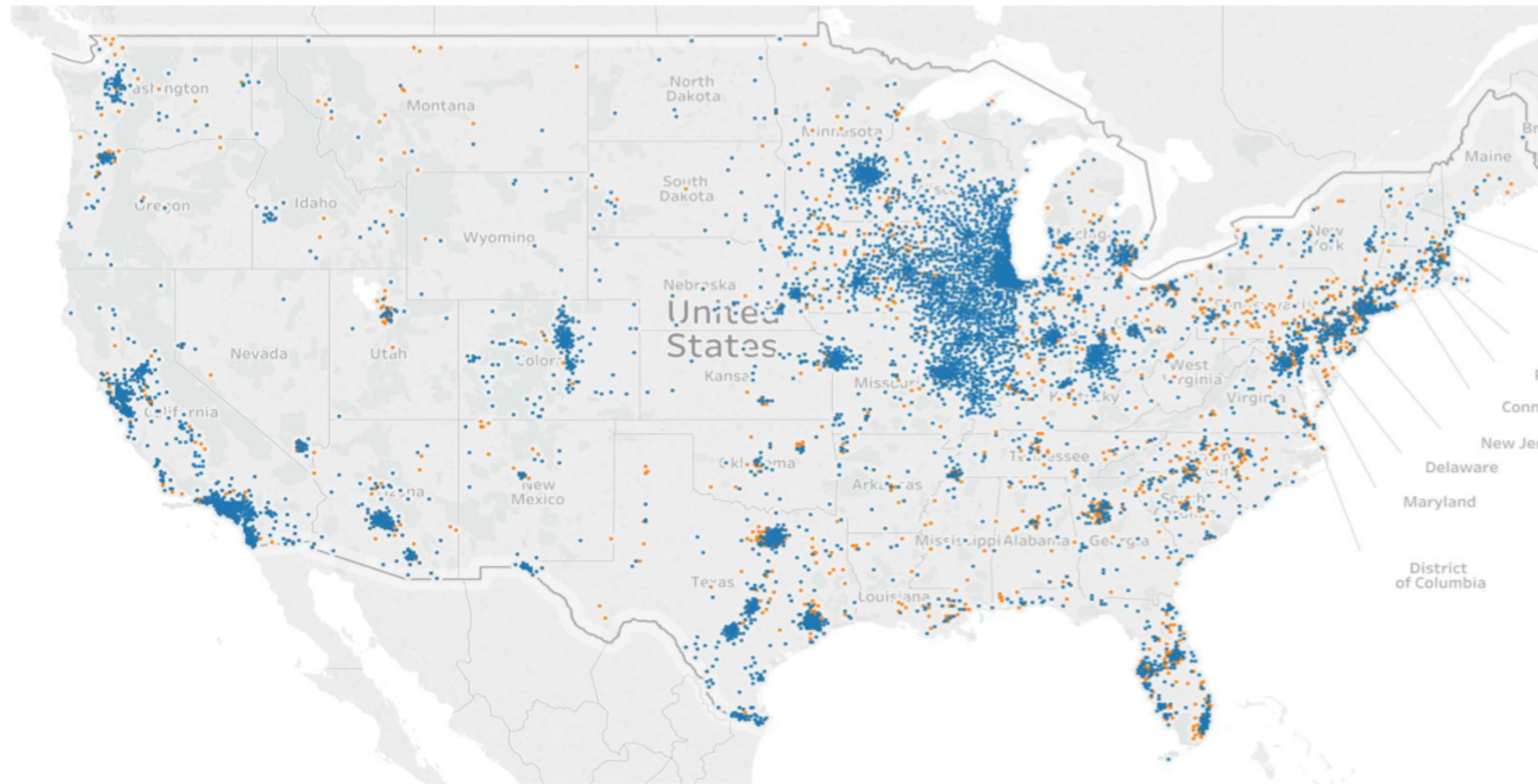
Toaster - Status Key

- CTR greater than 4%
- CTR between 2% and 4%
- CTR less than 2%
- Campaign has been active for less than 2 weeks
- Campaign has not started
- ⊗ Campaign is inactive

Case Study:
Midwest Regional Private

Midwest Regional Private Case Study - New Markets for Students

University's goal was to drive more prospective students to their Raise.Me page to encourage scholarship applications.



Raise.Me students (orange) come from all over the country, but are clustered in urban areas, while other students in University's pool (blue) mostly come from Illinois and surrounding states, urban and rural alike.

Midwest Regional Private Case Study - New Markets for Students

University's conversion rates for students clicking from their .edu to their Raise.Me page saw double-digit increases.

Phase 1: Results from 1/16-2/21 (5 weeks)

Campaign	Unique Impressions	Clicks	CTR	Avg. CTR	Raise Visits	New Profiles	Conversion Rate
High GPA	8,018	224	2.8%	4.5%			
Extracurricular	12,993	343	2.6%	4.5%			
Each A	14,150	969	7.1%	3.4%			
Total	34,585	1,536	4.4%		1,842	261	14.2%
Per Week		299			358	51	

Phase 2: Results from 2/22-2/28 (1 week)

Campaign	Unique Impressions	Clicks	CTR	Avg. CTR	Raise Visits	New Profiles	Conversion Rate
High GPA	2,619	59	2.8%	4.5%			
Extracurricular	713	10	2.6%	4.5%			
Each A	5,283	344	7.1%	3.4%			
Total	8,615	413	4.8%		435	58	13.3%
Per Week		413			435	58	
Ph 2 v Ph 1		+38%			+22%	+14%	

