



# 5 Tips for Supporting the Remarkable Futures Scholarship Program

Scholarship America surveyed Operators across the chain and the following tips for supporting the Scholarship Program emerged



## 1. Actively Promote the Scholarship

Build awareness through in-Restaurant marketing, one-to-one outreach, and text message or email communications. Effective and consistent communication about the scholarship opportunity is a great way to ensure Team Members are aware and interested.

*“Plan 10x more communication and reminders to Team Members than you think to help them complete the application.” – Jamey Vance, (195+ recipients\*)*

## 2. Designate a Point Person

Have a dedicated person to answer questions, guide Team Members through the application process, and lead on communication and reminders. This can significantly ease anxiety and encourage participation.

*“Having a point person who is available for any application questions or concerns has been a game-changer.” – Brad Williams, (385+ recipients\*)*



## 3. Provide Application Support

Supporting Team Members by helping them understand the application requirements and offering to review and proof applications can increase the number of successful submissions. Some Operators even schedule dedicated time for scholarship workshops, open “office hours” or to provide one-on-one support.

*“We remind them to have their transcripts early and are available for any help they need to complete the application.” – Eric Gillis, (250+ recipients\*)*

## 4. Highlight Success Stories

Sharing stories of past scholarship recipients and how the scholarship has helped them can motivate current Team Members to apply. Many Operators have found that this makes the scholarship feel more accessible and attainable.

*“We promote how many scholarships our store has been awarded each year, making the opportunity feel real and accessible.” – Dave Baumgartner, (45+ recipients\*)*



## 5. Celebrate Your Scholarship Winners

Whether it’s an award banquet, social media shoutouts, or an in-restaurant wall of fame, many Operators find ways to celebrate their recipients. This not only allows them to recognize and motivate their Team Members, but it also serves as a great topic for discussion with customers and future Team Members.

*“It has been a great topic to engage potential hires, showing how Chick-fil-A invests in Team Members’ futures.” – Paul Kiedis, (70+ recipients\*)*

\*Reflects recipients between 2017 and 2024