



**A toolkit for local Owner–Operators of
Remarkable Futures Scholarship recipients**



Congratulations!



This guide is for local Owner-Operators of Remarkable Futures Scholarship recipients. Congratulations to your Team Member(s) for being selected. In this toolkit, you'll find the information and tools you need to prepare for and celebrate this accomplishment.



Scholarship award and announcement timeline

March 11 – April 22

Operators award \$1,000 and \$2,500 scholarship recipients ahead of formal Team Member notification from Scholarship America on April 23. Operators are encouraged to send photos and videos from the celebration to Media@Chick-fil-A.com.

April 15

National media announcement launches sharing the news about Remarkable Futures Scholarships recipients. Remarkable Futures Scholarship recipients' names will not be shared via media materials externally.

Contents

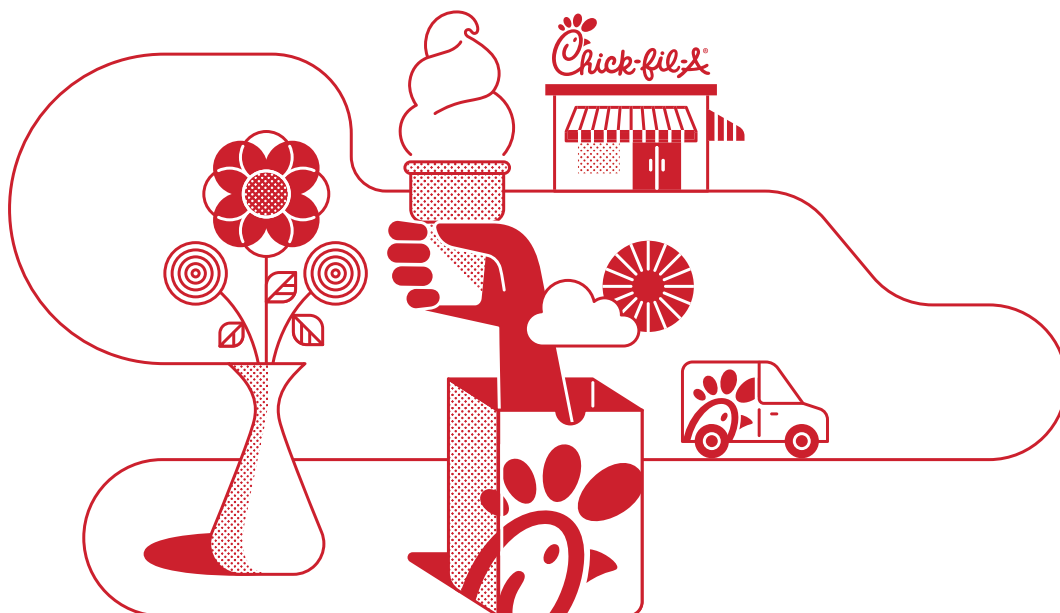
| | |
|--|----|
| • Award and announcement timeline | 2 |
| • Announcement plan | 3 |
| • Celebration tips | 4 |
| • How to award Team Members | 5 |
| • Photography tips | 6 |
| • Key messages | 7 |
| • Downloadable social media template | 8 |
| • Sample Spotlight email copy | 9 |
| • Frequently asked questions | 11 |

Announcement plan

On **Tuesday, April 15**, Chick-fil-A plans to announce the 2025 Remarkable Futures Scholarship recipients on Chick-fil-A's social media channels, website and with national and local news media. We ask that you hold sharing any information (on social channels, with local news media, etc.) about your Remarkable Futures Scholarship recipient celebrations or the recipients themselves until that date. If you have any questions, please contact Chick-fil-A Public Relations at Media@Chick-fil-A.com.

When presenting your Team Member(s) with their award packages, please send photos and videos to Media@Chick-fil-A.com for Chick-fil-A PR to use in outreach to local media. Additionally, if you are interested in having local media at your celebration or if you have a unique story to share, please let PR Support (PRSupport@Chick-fil-A.com) know, and we can help plan and vet the opportunity with you.

Reminder: All media inquiries and interview requests via social media, phone, in-person or email regarding Chick-fil-A should be directed to our PR team. Please politely tell the reporter or media outlet you are not a spokesperson for the Brand but will gladly connect them with a member of the Chick-fil-A PR team at Media@Chick-fil-A.com.



Celebration tips

We know you want to make the celebration special for your scholarship recipient(s). Below are some tips to keep in mind as you plan.



1. Create an unforgettable experience.

- Make it a surprise. Tell the Team Member(s) he/she has earned the scholarship during his/her shift at the restaurant.
- Celebrate by sending the Team Member(s) a special treat (cookie, beverage, etc.).
- Decorate the restaurant with balloons, pom-poms of your Team Member(s)' college of choice, signage and other decor.
- Provide a uniquely designed tee from Oobe for scholarship recipients to wear on award day and in the community.
- Invite those who know the Team Member(s) well or have been impacted by their efforts to celebrate the announcement over a video conference or in the restaurant.

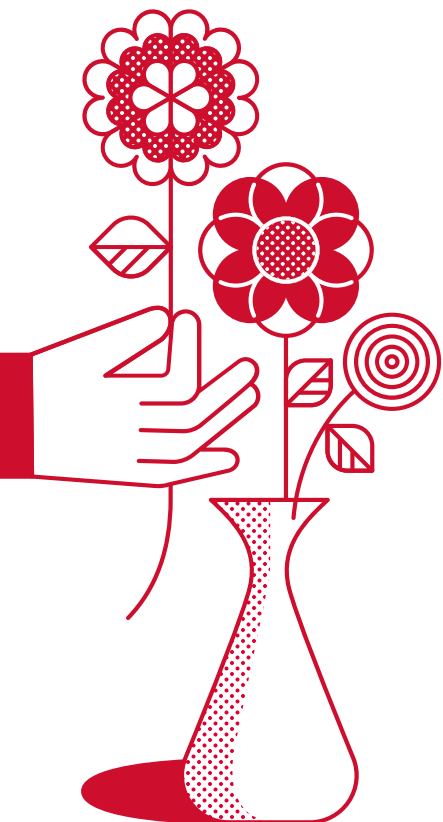


2. Capture and share the moment!

It's a great idea to capture video footage and photos of you presenting the scholarship to the Team Member(s). Feel free to get creative with your presentation. You could include balloons, themed colors or even ask your Team Member(s)' college of choice's mascot to make a guest appearance.

3. Order plaques with scholarship recipients' names on them to display at your restaurant year-round.

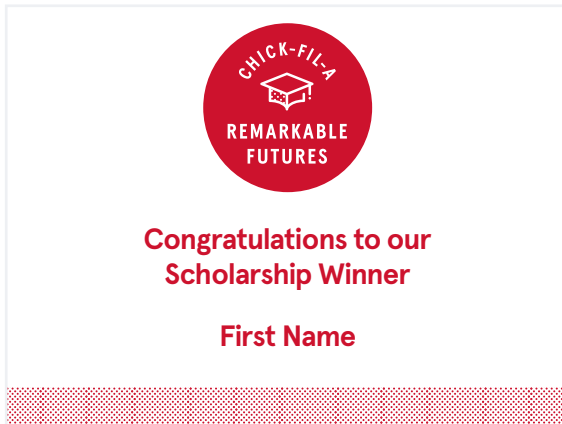
You can find the form on the Remarkable Futures page on @CFA under Quick Links (or at <http://awards.mtmrecognition.com/chick-fil-a>).



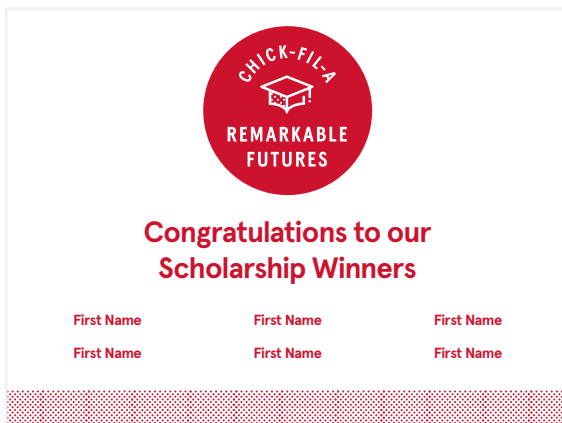
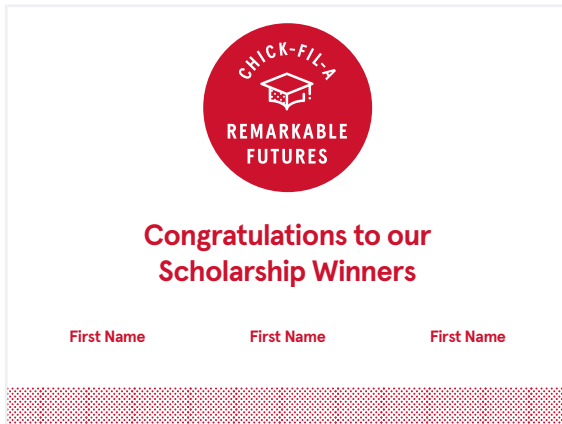
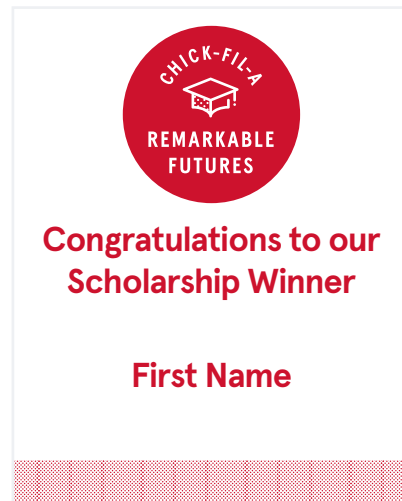
How to award Team Members

In addition to the award packages Team Members will receive, below are the celebration materials that will be available on [The Studio](#).

Yard Sign



Window Cling



Photography tips

Assign a Team Member to photograph the special moment

Please share any photos or videos with the Chick-fil-A PR team (Media@Chick-fil-A.com), so we can use them in our media outreach. The stronger the visuals, the stronger the story – so please do your best to get the best shot possible.

Photography tips:



Fill the frame: Make sure to fill your frame with only your subject. For the best shot, step closer rather than using zoom.



Control your background: Pay attention to colors, objects, signs, cars, Team Members, etc., that can distract from the subject.



Rule of thirds: Imagine your frame is divided into nine parts. Studies show that viewers' eyes are naturally drawn to the intersecting points, so position your subject to avoid the center of the frame.



Angles: Avoid taking photos at a drastically lower or higher angle than your subject.



Follow the light: Keep in mind where your source of light is coming from. Position yourself so the light is behind you – never in front of you.

Additional scholarship social guidelines can be accessed [here](#) on The Studio.

Key messages

Below are key messages we use for the scholarship program. Please reference and put into your own words for any media interviews.



Each year, Restaurant Team Members across the U.S., Puerto Rico and Canada, can apply for scholarships from Chick-fil-A.

- The scholarships can be used at any accredited college, university or technical/vocational school and are available for full-time and part-time students.

Chick-fil-A is committed to supporting education and helping restaurant Team Members pursue academic and professional goals.

- Since 1973, Chick-fil-A has invested \$215 million in scholarships, benefiting over 122,000 Team Members.
- Chick-fil-A, Inc. has exceeded its corporate social responsibility goal to impact more than 50,000 Team Members lives through education opportunities between 2020-2025, impacting a total of 69,000 since 2020.

Localized talking points:

Please use the below talking points as needed when discussing your scholarship recipients.

- At Chick-fil-A ([restaurant name](#)), we are thrilled to celebrate our ([number](#)) scholarship recipients this year, ([some of whom have received the scholarship before](#)).
- This year, Chick-fil-A is awarding ([total amount](#)) in scholarships to Team Members here at ([restaurant name](#)).
- We look forward to supporting our Team Members as they pursue their academic and professional goals.



Downloadable social media template

1. Remarkable Futures Scholarship Logos

- [Click here](#) to download a high-resolution PNG.

2. Social Media Template

- [Click here](#) to download a shareable image.

3. Share the excitement!

- Spread the word by congratulating your Team Member(s) on your restaurant's social media channels. Below are two suggestions for sample copy, but feel free to make it your own.
 - We are so proud of our 2025 Remarkable Futures Scholarship recipients. We cannot wait to see what you accomplish next and are always cheering you on.
 - We are so excited to share that Chick-fil-A [NAME] has [#] Remarkable Futures Scholarship recipients(s) for 2025. We cannot wait to see what the future holds and are so proud of you.

4. When sharing content on social media, please be sure tag us

- Instagram: [@chickfila](#) and [@chickfilainthecommunity](#)
- Facebook: [@ChickfilA](#) and [@ChickfilAintheCommunity](#)
- Hashtags: #RemarkableFutures #CFAScholarship

5. Tag Chick-fil-A and the winner's college/university on social media

We recommend tagging the Team Member's current or future college or university, as well as [@ChickfilA](#) and [@chickfilainthecommunity](#) in your posts so we can re-share and engage with your photos.





Sample Spotlight email copy

Instructions

Please consider using a blank Spotlight email to utilize one of the templated messages below to celebrate the 2025 Remarkable Futures scholarship recipients.

Note: Please reference scholarship winners by first name only.

Celebrating \$1,000 and \$2,500 Remarkable Futures Scholarship Recipients

Subject Line Options:

- Congratulations to our 2025 scholarship recipients
- Celebrating our 2025 scholarship recipients
- Investing in the education of our Team Members

Hi there,

Greetings from Chick-fil-A <Restaurant Name>!

This year, Chick-fil-A, Inc. has awarded more than \$27 million in scholarships across the U.S., Canada and Puerto Rico – and I’m pleased to share that X Team Members from our local restaurant received scholarships of \$1,000 or \$2,500 this year:

- First name
- First name
- First name
- First name

If you see one of these Team Members during your next visit to Chick-fil-A <Restaurant Name>, please congratulate them! We’re proud of their achievements and can’t wait to see what they accomplish in the future.

Chick-fil-A has a long-standing commitment to investing in education, and we invite you to [learn more about scholarship opportunities](#) for Team Members and for community members of any age.

Congrats again to these Team Members – and we look forward to serving you again soon.

Take care,
<Operator Name>



Sample Spotlight email copy

Celebrating \$25,000 Remarkable Futures Scholarship Recipients

Subject Line Options:

- Congratulations to our 2025 scholarship recipients
- Celebrating our 2025 scholarship recipients
- Investing in the education of our Team Members

Hi there,

Greetings from Chick-fil-A <Restaurant Name>!

This year, Chick-fil-A, Inc. has awarded more than \$27 million in scholarships across the U.S., Canada and Puerto Rico – and I’m pleased to share that X Team Members from our local restaurant received scholarships this year.

<\$25,000 Scholarship Recipient Full Name> was honored with one of 13 \$25,000 scholarships!

X additional Team Members also received scholarships of either \$1,000 or \$2,500:

- First name
- First name
- First name
- First name

If you see one of these Team Members during your next visit to Chick-fil-A <Restaurant Name>, please congratulate them! We’re proud of their achievements and can’t wait to see what they accomplish in the future.

Chick-fil-A has a long-standing commitment to investing in education, and we invite you to [learn more about scholarship opportunities](#) for Team Members and for community members of any age.

Congrats again to these Team Members – and we look forward to serving you again soon!

Take care,

<Operator Name>



FAQs

Q: When can I tell my Remarkable Futures Scholarship recipients?

A: To make the news extra special, we ask that you wait until you receive your award packages in the mail to start celebrating and award recipients between **March 11 – April 22, 2025**. That way you'll have their personalized scholarship award package to give them when you share the good news ahead of Team Members receiving formal notification from Scholarship America on April 23, 2025.

Q: What is included in the Remarkable Futures Scholarship award packages?

A: Remarkable Futures Scholarship packages will include a letter from Andrew T. Cathy, official letter from Scholarship America and card for social media.

Q: How were these scholars chosen?

A: Scholarship recipients were chosen based on the applications they submitted through Scholarship America. Scholarships were awarded based on local Owner-Operator recommendation, GPA, academic awards and honors and demonstrated care and service.

Q: How can other Chick-fil-A Team Members apply for Chick-fil-A scholarships?

A: The online scholarship application will open again later this summer. Chick-fil-A Team Members will be able to access the application on @CFA or chick-fil-a.com.

If Team Members have additional questions about scholarships or the requirements for applications, please direct them to www.cfahome.com/RemarkableFutures. Or, they can email remarkablefutures@chick-fil-a.com.



FAQs

Q: One or more of my Team Members applied and were not selected as a recipient. How can I help them become a recipient in the future?

A: We are excited to award more than \$27 million in scholarships to over 15,000 Team Members this year. We received a record number of applications, meaning there are some Team Members who didn't receive a scholarship.

To help your Team Members make their application more competitive in the future, you may want to ask Team Members to share their application with you so you can provide feedback. Many local Owner-Operators held application parties where they could review applications prior to Team Member submission, which may be a best practice to implement in your restaurant for the next application period.

Please remind non-recipients that all eligible Team Members can reapply when the application reopens in late summer. Also, all Team Members have access to [Scholarship America's Tuition Reduction Network, powered by All Campus](#) throughout the year. Additionally, you can choose to provide education assistance to your top Team Members through your FCR.



CHICK-FIL-A

REMARKABLE FUTURES