

# LA GATOR Scholarship Program Communications Toolkit

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## Welcome

Welcome to the LA GATOR Scholarship Program Communications Toolkit, a resource designed to help you spread the word with colleagues, families, and the community about this expansion of school choice for Louisiana families.

The Louisiana Giving All True Opportunity to Rise (LA GATOR) Scholarship Program is the state's first education scholarship account (ESA), offering eligible families the flexibility to customize their children's education. With this program, parents can access funds for nonpublic school tuition, tutoring, educational therapies, and more – empowering them to choose the best path for their child's success.

## Why This Matters

A child's education should not be limited by their zip code. The LA GATOR Scholarship Program ensures that families have access to a menu of options that meet their unique needs, reinforcing Louisiana's commitment to school choice, educational freedom, and parental rights.

### Key Details:

- Student Applications Open: March 1, 2025
- School Year: 2025–2026
- Learn More: Visit [lagator.la.gov](https://lagator.la.gov)
- Cell Center: 225-422-1538
- Email Help Desk: [help.la@withodyssey.com](mailto:help.la@withodyssey.com)

This program aligns with Louisiana's education priorities to expand choice, improve quality through innovation, and increase parental satisfaction. Together, we can help ensure every family is aware of the opportunities available to them.

Use this toolkit to share letters, flyers, social media posts, graphics, FAQs, and more. Your support will help spread awareness and empower parents across the state to take the driver's seat in their child's education.

Thank you for being a champion of education freedom in Louisiana!

## About This Toolkit

This toolkit is your resource for spreading awareness about the LA GATOR Scholarship Program and ensuring families have access to clear, consistent, and accurate information.

Inside, you'll find:

- Key Messages: Essential information about the program, its benefits, and how families can apply.
- Social Media Content: Ready-to-use posts and graphics to engage your audiences.
- FAQs: Answers to common questions to help families understand the program.
- Printable Resources: Flyers and other collateral for community distribution.
- Event Resources: Host an LA GATOR day to either inform your community or her families sign up for the program

## Why Consistency Matters

Sharing uniform, accurate information ensures families the correct information and can make informed decisions about their children's education. Consistent communication also strengthens the program's visibility and credibility across Louisiana.

Together, let's make sure every family in Louisiana knows about the opportunities the LA GATOR Scholarship Program provides and how it empowers parents to choose the best educational path for their children.

## Key Messages

### What is the LA GATOR Scholarship Program?

- The LA GATOR Scholarship Program is Louisiana's first education scholarship account (ESA).
- This new program awards scholarship accounts to eligible students that parents can use for approved education services like nonpublic school tuition and fees, tutoring, educational therapies, textbooks and curricula, dual enrollment courses, and uniforms.

### How does the LA GATOR Scholarship Program benefit students and parents?

- The LA GATOR Scholarship Program empowers parents to choose the education that best fits their child's unique needs.
- A zip code should not be a barrier for parents seeking better opportunities for their children.
- LA GATOR provides parents with a menu of options to educate their children outside of the traditional route.

### What can interested parents or other members of the public do to learn more?

- Eligible families can apply for the 2025-2026 school year starting March 1.
- Visit [lagator.la.gov](https://lagator.la.gov) to learn more about the program.

## Social Media Tips

Social media is a powerful tool for connecting with your community and sharing important information about the LA GATOR Scholarship Program. By leveraging platforms like Facebook, Instagram, Twitter (X), and LinkedIn, you can reach families, community members, and advocates where they already are — online.

Through engaging, clear, and consistent posts, you can raise awareness about this program, encourage eligible families to apply, and foster support for expanded educational opportunities across Louisiana.

## General Social Media Posting Tips

### Keep It Simple and Clear

Use easy-to-understand language and short sentences to ensure your message resonates with a wide audience.

### Include a Call to Action

Always encourage your audience to take a next step, like visiting [lagator.la.gov](https://lagator.la.gov) or applying for the program starting March 1.

### Add Visuals

Posts with photos, videos, or graphics tend to get more engagement. We included ready-made graphics in this toolkit.

### **Be Consistent**

Post regularly to keep the program top of mind. A steady presence builds trust and awareness.

### **Engage with Your Audience**

Respond to questions or comments on your posts to foster community and ensure accurate information is shared.

### **Use Hashtags**

Include the hashtag #lagator

### **Check Spelling and Accuracy**

Before hitting “Post,” double-check for typos and ensure all information (dates, links, etc.) is correct.

### **Post at Optimal Times**

Aim to share content when your audience is most active, such as mornings, lunch breaks, or evenings.

### **Monitor Performance**

Pay attention to likes, shares, and comments to see what content resonates most with your audience.

### **Have Fun and Be Positive**

Celebrate the opportunities this program provides, and let your enthusiasm shine through in your posts!

By following these tips and using the pre-made content provided, you’ll be well-equipped to maximize the impact of your social media efforts and help families learn about the opportunities available through the LA GATOR Scholarship Program.

## **General Information**

### **Key Dates**

Ongoing	Approved schools and educational providers and vendors establish their accounts inside the Odyssey platform that will be used by families to apply for LA GATOR and, when available, utilize funds.
March 1, 2025	Student applications open for the 2025-2026 school year at <a href="https://lagator.la.gov">lagator.la.gov</a> .
April 15, 2025	Student applications will close for the 2025-2026 school year.
April-June 2025	Louisiana legislature meets to consider LA GATOR funding for 2025-2026 school year
June 2025	Families are notified of enrollment or waitlist status
July 2025	Families can begin utilizing their funding for pre-approved purchases
July 2025	Funds deposited into accounts of participating students, marketplace opens for parents

## Student Eligibility

For a student to be eligible for an ESA, the student must be a resident of Louisiana and meet one of the following:

- Participated in the Louisiana Scholarship Program previous school year
- Entering kindergarten
- Enrolled in a public school the previous school year
- From a family with total income at or below 250% of federal poverty guidelines

Student eligibility is terminated when a participating student meets one of the following:

- Enrolls full-time in a public school
- Ceases to be a Louisiana resident
- Found to have fraudulent representation in the application for the account or in conjunction with payment of funds
- Graduates or withdraws from school
- Account inactive for two consecutive years

## Student Prioritization

Funding for student accounts is subject to annual legislative appropriation of state funds. If allocated funds are insufficient to fund all eligible students, awards shall be prioritized as follows:

1. Students currently participating in the Louisiana Scholarship Program or LA GATOR
2. Students from a family with a total income at or below 250% of the federal poverty guidelines and students identified as having a disability under IDEA
3. Siblings of students currently participating in LA GATOR
4. Other eligible students

## Student Awards

The maximum annual award shall be calculated using a multiplier of the prior year Minimum Foundation Program (MFP) formula average state and local per pupil amount.

For the 2025-2026 school year, the award will be the following:

- Up to \$15,253 (160% of MFP) for students identified as having a disability consistent with the IDEA
- \$7,626 (80% of MFP) for students from a family with a total income at or below 250% of the federal poverty guidelines
- \$5,243 (55% of MFP) for any other eligible student

## Louisiana Scholarship Program Student Awards

Students who participated in the Louisiana Scholarship Program during the 2024-2025 school year, subject to the allocation of state funds, shall be awarded an amount equal to the award amount received in 2024-2025 and shall continue to receive this award until the student completes the school's terminal grade or until the student leaves the school, whichever comes first.