

TO: Pell Testimonial Video Participants
RE: Guidance for Social Media Ready Pell Testimonials

This memo details recommendations and guidance on how to create an impactful social media video to celebrate the impact of the Pell Grant on students and institutions. The subjects of these videos should be Pell Grant recipients who can tell their story and discuss how the program has meaningfully affected their lives or a college or university president to provide perspective on the positive impact the Pell Grant has had on their campus.

Below are suggestions to help film a testimonial, background information about the Pell Grant, and interview questions for guidance to help you highlight your experiences.

Video Recommendations

We believe these videos can be produced with minimal equipment. Key components:

- A smartphone camera (positioned in landscape mode) is more than acceptable on a stand or a tripod.
- Try to record in a well-lit room or environment that's quiet and free of distractions.
- If you have editing capabilities, we encourage you to add graphics. Here are several [graphics](#) marking the Pell Anniversary and to help show your support for Pell.
- If possible, wear your school's colors or apparel.

Background Information

- The Pell Grant program was started 50 years ago – on June 23, 1972. This year marks the program's 50th anniversary.
- More than 80 million students have received Pell Grants since 1972 and millions more use them annually to access higher education and boost their futures.
- The Pell Grant helps nearly 7 million students each year.
- Nearly 60% of Black students and roughly half of American Indian or Alaska Native and Hispanic students receive a Pell Grant each year.
- About half of student parents and first-generation college students are Pell recipients.
- Nearly 40% of student veterans are Pell recipients.
- Pell Grants are widely known and widely supported. Almost no one is against Pell.
 - 87% of Americans support the Pell Grant program
 - 60% of Americans are familiar with the Pell Grant program.
 - 65% of Americans support Pell Grants.
- 82% of Americans believe that Pell helps low-income students pay for college and gives their families a chance to improve their economic situation—no matter their background.

Sample Questions to Help Get You Started

- Identifiers:
 - First Name
 - Name of college or university you currently attend or graduated from
 - Major or degree

- What is your “Pell Story?”
 - What role did the Pell Grant play in your college career?
 - Do you think you would have been able to afford college without Pell Grants?
 - **For a college or university president:**
 - How do Pell Grants help students on your campus?
 - How does including low-income students on campus help the education and understanding and contribute to the educational richness of all students?
- What doors has the Pell Grant opened for you?
 - Do you have any specific stories or examples?
 - If you are an older Pell recipient, has the college education made possible for you by Pell Grants changed the economic trajectory for you or your own family/ children etc.

Once you've completed your testimonial video, you should:

- Post it to your social media platforms
- Tag your college or university
- Tag your elected officials
- Use the #PellTurns50
- Send a link to webmaster@naicu.edu so we can create a compilation of videos.