



Alumni & Awardee Tool Kit

As awardees or alumni of America's Seed Fund powered by the National Science Foundation, you are the face of the program. We hope that you'll continue to share your success with NSF for many years to come, and that you'll help NSF maximize awareness of the program to the public & future eligible small businesses.

GENERAL DIGITAL TIPS

Whether you're promoting your company or acting as an ambassador for America's Seed Fund, here's food for thought ...

- Have a purpose – how do you want to use each channel? Create a strategy.
- Use your platform regularly and personally. Your content should add value and encourage participation.
- Keep posts short & platform relevant.
- Proofread content.
- Link to other content. Use URLs, link shorteners and hashtags.
- Use photos & video! Crop and edit for each platform.

USE THE NSF LOGO



As an awardee, you're encouraged to use the NSF Logo on your website and marketing materials. The NSF Logo has been called a "stamp of approval" from many investors. Use it with pride!

- Visit <http://www.nsf.gov/policies/logos.jsp> for the current version & usage guidance.

SPREAD THE WORD ABOUT NSF

Whatever platform you choose, spreading the word about the program as an awardee or former awardee will be incredibly powerful. In your own words, address any one of the following topics to help others learn about America's Seed Fund and decide if it is right for them:

- How has NSF helped your business?
- Why would you recommend America's Seed Fund powered by NSF?
- What valuable resources did the program provide?
- Share quick facts about the program (like funding amounts, how to apply, etc.).

TAG US!

Are you sharing great news about your company? Consider tagging America's Seed Fund or NSF in your social media post. We'd love to share your news too!

- @NSF
- #NSFSBIR
- #NSFFunded

THANK YOU! YOUR SUPPORT OF NSF IS GREATLY APPRECIATED.