#MAPMatters for Illinois College Students

Invest $50 Million in the Monetary Award Program (MAP) for FY25

Coalition *for* **Transforming Higher Education** F U N D I N G

Urge Governor Pritzker to invest $50M in MAP for FY25

We need your help in calling on our lawmakers to increase investments in the Monetary Award Program (MAP) by $50M.

Why?

A MAP increase of $50M will help make college more affordable for MAP-eligible students and continue the trend of the last two years, which saw historic increases in MAP investment.

Join us throughout the legislative session as we raise awareness through social media and send letters to legislators urging them to prioritize MAP funding for Illinois college students.

We encourage you to customize the messages in this toolkit and share why this investments is important to you and your community.

HOW TO USE THE TOOLKIT

Send a Letter to the Governor
Reach out to Governor Pritzker directly to let him know why he must prioritize this investment.

Join Us in Social Media Advocacy
Share your support for this critical program or your story about why increasing MAP investments matters to you. Refer to the bank of tweets on the following pages for suggestions.

Spread the Message Widely
Share this toolkit and messages with members of your community!

Actions to Take Throughout Session

Email your lawmaker
Take 3-4 minutes to send a letter to Governor Pritzker and urge him to increase MAP by $50M for FY25.

All you need to do is enter your information and hit send. We encourage you to tailor your message to include why increased investment in MAP is crucial for every students' ability to afford a college education in Illinois.

Click to send a letter

Call Governor Pritzker's office
Hello,

My name is [NAME], and I am a resident of Illinois. I am writing to encourage the Governor to include $50 million in the FY25 budget for the Monetary Award Program (MAP). This will improve college affordability and access for students across the state.

[OPTIONAL: Investing in MAP matters to me because...].

Students rely on MAP to afford their college education. Illinois must continue the trend of the last few years by investing in MAP to help students across the state achieve their educational goals. Please invest $50 million in MAP for our students. Thank you.

Click to find the contact information for the Governor

Social Media Bank
Please tweet using #TransformILHigherEd and #MAPMatters.

Don't forget to tag Governor Pritzker using @GovPritzker to increase the reach of your post.

Sample Posts

Wednesday, February 14
We urge @GovPritzker to propose a $50M increase in MAP for the FY25 budget to expand #highered access and degree attainment in Illinois. #MAPMatters

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post

Thursday, February 15
.@GovPritzker, by recommending a $50M increase in MAP for FY25, you can help more students across the state better afford a college degree. #MAPMatters

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post

Friday, February 16
MAP is a critical resource for students of color at Illinois universities. 61% of Black students and 56% of Latinx students rely on MAP. @GovPritzker, we urge you to invest in students so they can thrive in our state for years to come.

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post

Sample Posts

Monday, February 19
A stronger Illinois starts with every student having what they need to succeed. It starts with investing $50M in MAP for FY25, @GovPritzker.

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post

Tuesday, February 20
Over half of all first-generation college students in Illinois rely on MAP to fund their education. @GovPritzker, please prioritize a $50M increase in MAP for FY25.

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post

Wednesday, February 21
Students of color in Illinois rely on MAP to help fund their college education. We must ensure they have what they need to succeed by investing $50M into MAP, @GovPritzker.

Copy & Paste text

Click to Download Image

Publish Post

OR

Click to Post