Promotion Toolkit Guide

Program Overview

The Bezos Scholars Program is a transformative, yearlong, no-cost leadership development program that amplifies youth voice and action—empowering young people with passion to start making a difference today.

Each year, 17 exceptional high school juniors from the U.S. and Africa, along with an educator from each of their schools, are selected as Bezos Scholars. Scholars:

- Form Lasting Friendships Across the Globe
- Go on an all-expenses-paid trip to Aspen, Colorado
- Receive Leadership Training
- Experience Personal Coaching and Support
- Receive free personalized college advising
- Create a Community Change Project and earn $1,000 in funding to launch a project that raises awareness and mobilizes action around a need in their hometown.

Each student also nominates an educator from their school who participates fully in the yearlong program. Our Educator Scholars describe the experience as both personally enriching and professionally transformative—an opportunity to grow alongside inspiring young leaders.

Help Us Promote the Opportunity!

Applications to the Bezos Scholars Program open on **November 19, 2026,** and close on **January 12, 2027**. Below, you'll find promotional materials, including digital and print-ready assets, sample social media images, and editable posts, to help you share this opportunity with your audience.

- For detailed information, go to: www.bezosscholars.org/apply/
- Access to the online application on Kaleidoscope, the platform hosting our application
- Questions? Contact us at scholars@bezosfamilyfoundation.org

Promotion Materials

Download, post, print and share more about the program and how to apply using the materials on our resource page:

- Promotion flyers specific to students and educator nominees

- Program information sheet
- PowerPoint of a promotional slide deck that you can use when sharing with your class or a group of students/families (PDF version)
- Application guide to understand application requirements and what the application entails

Sample Social Media Posts

Use the recommended copy and image options linked below while tagging us using @BezosScholars and giving us a like/follow on Facebook and Instagram.

- Download the set of social graphics

Social Media Caption 1

Calling all changemakers! High school juniors can apply for the Bezos Scholars Program—a yearlong leadership journey to build skills, grow connections, and drive real impact in their communities. @BezosScholars is now accepting applications! Apply by January 12, 2027, at: https://bezosscholars.org/apply

Social Media Caption 2

Ready to lead change? Public high school juniors can apply now to become @BezosScholars—amplify youth voices and make a real impact! Apply by January 12, 2027: https://bezosscholars.org/apply

Social Media Caption 3

Applications are now open for @BezosScholars!
Become the leader your community needs through this **free**, yearlong, transformative leadership experience.
Apply by January 12, 2027: https://bezosscholars.org/apply

LinkedIn Caption

Amplify youth voices. Inspire change.
The Bezos Scholars Program is now accepting applications from *public high school juniors* who are ready to make a positive impact in their communities.
This yearlong leadership program helps students build the skills, confidence, and connections to turn their ideas into action and lead lasting change.
Encourage a young leader to apply by **January 12, 2027**: https://bezosscholars.org/apply