



# COMMUNICATIONS GUIDE **2025**

## WELCOME TO THE COMMUNICATIONS GUIDE

First of all: Congratulations to you and your students who are winners of this year's awards in the PreACT® Rising Stars Program!

As you start to receive the individual awards and make a plan to distribute them to the students and families, we want to make it easy for you to celebrate and promote the successes of your students and your school.

This toolkit assembles some resources to help you communicate through multiple channels. Inside, you'll find examples and inspiration you might consider as you start to communicate to students, parents, and your wider community. **You can copy and paste from this guide — it's that easy.**

## PROGRAM HIGHLIGHTS

### What is the PreACT Rising Stars Program?

We are excited to introduce the [PreACT Rising Stars program](#), designed to recognize and celebrate the outstanding achievements of students who have excelled on PreACT® 8/9 during the 2024-25 school year.

This initiative aims to honor the highest academic achievers and provide them with the tools and resources to plan the next steps in their educational journeys.

**Eligibility:** Any U.S. student who took PreACT 8/9 from September 1, 2024, to April 1, 2025.

### Award Categories:

- **PreACT Distinguished Scholars:** Top 5% highest-scoring students.
- **PreACT Rising Scholars:** Next 10% highest-scoring students.
- **PreACT Early Scholars:** Next 35% highest-scoring students.

**Recognitions:** Starting early May 2025, ACT will distribute awards— in the form of medals, and certificates — to schools/districts for their qualifying students. We will also provide a marketing communications guide on the program webpage to help you celebrate locally.

### Additional FAQ:

#### What scores are used for the awards?

All Composite scores received by April 1, 2025, for PreACT 8/9 will be part of the program (except those from districts that opted out).

#### What if my students take PreACT 8/9 after the cutoff date of April 1?

We do not want to send materials to schools during their summer break. Instead, those schools will receive awards in early fall 2025.

#### When will awards be sent?

We plan to send toward the end of April or beginning of May 2025.

## PROGRAM IMAGERY

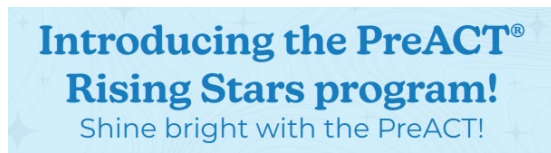
### PreACT Rising Star Official Program Logo:



### Individual-Level Award Logos:

<p>The logo features the three stars and arrow graphic. To the right, "PreACT" is in small red and blue letters, followed by "DISTINGUISHED SCHOLAR" in orange capital letters.</p>	<p><b>Distinguished Scholar Award Logo:</b> Given to the top 5% of students in the PreACT 8/9-tested community for this school year.</p> <p><b>Orange Color</b>          CMYK C: 0%, M: 54%, Y 98%, K0%          Hex #F78E21</p>
<p>The logo features the three stars and arrow graphic. To the right, "PreACT" is in small red and blue letters, followed by "RISING SCHOLAR" in blue capital letters.</p>	<p><b>Rising Scholar Award Logo:</b> Given to the next 10% of students in the PreACT 8/9-tested community for this school year.</p> <p><b>Blue Color</b>          CMYK C: 84%, M: 44%, Y 2%, K 0%          Hex #187DBE</p>
<p>The logo features the three stars and arrow graphic. To the right, "PreACT" is in small red and blue letters, followed by "EARLY SCHOLAR" in teal capital letters.</p>	<p><b>Early Scholar Award Logo:</b> Given to the next 35% of students in the PreACT 8/9-tested community for this school year.</p> <p><b>Teal Color</b>          CMYK C: 75%, M: 2%, Y 39%, K 0%          Hex #00B4AD</p>
<p>The logo features the text "PreACT" in large, bold, blue capital letters, with a red swoosh under the "A". To the right, "8/9" is in red capital letters.</p>	<p><b>Official PreACT Logo</b></p>

## PROGRAM FLYER AND EDITABLE POSTER



**Eligibility :** Any U.S. student who took PreACT 8/9 from Sept. 1, 2024, to April 1, 2025.



**Top 5%**  
highest-scoring students

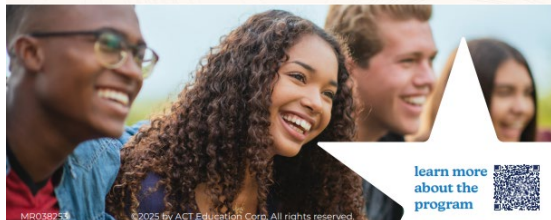


**Next 10%**  
highest-scoring students



**Next 35%**  
highest-scoring students

The PreACT® Rising Stars program is designed to recognize and celebrate the outstanding achievements of students who have excelled on PreACT 8/9 during the 2024-25 school year.



### Student / Families Flyer

Download this 8.5 x 11 PDF to use in announcement emails, on your website, to hand out with awards, or posted around the school.

[Download the Flyer](#)



The PreACT® Rising Stars program is looking for **YOU!**

**DISTINGUISHED SCHOLAR**



**RISING SCHOLAR**



**EARLY SCHOLAR**



Take the PreACT here on

**Week Day - Month XX, 2025**

We're celebrating the efforts of the highest academic achievers — students who excel on PreACT 8/9 — and providing tools and resources to help plan the next steps in your educational journey.



### Editable Rising Stars Poster

Download this 11 x 17 poster and edit it with your next PreACT administration date. Then, post it around your school to let students know that they could be celebrated for their achievements.

[Download the Poster](#)

## PREWRITTEN EMAIL AND ANNOUNCEMENT COPY

**Program Announcement Email Template** – Use the template below to announce the existence of the new program to students/parents. Please wait to learn if you have any winners before you send.

Subject: ✨ Announcing PreACT® Rising Stars – Celebrating academic excellence!

Headline: 🌟 Shine bright with PreACT® Rising Stars – Recognizing your achievements!

Dear Students and Families,

We are excited to participate in the new [PreACT® Rising Stars program](#), a new initiative that rewards students who have excelled taking the PreACT 8/9 test during the 2024-25 school year.

The PreACT Rising Stars program honors students who demonstrate outstanding performance on PreACT 8/9, recognizing their efforts and providing tools to help them continue their success.

Award categories:

- PreACT Distinguished Scholars – Top 5% scoring students.
- PreACT Rising Scholars – Next 10% scoring students.
- PreACT Early Scholars – Next 35% scoring students.

In **[Month]**, we will celebrate students' achievements as we receive the individual awards for students who qualified.

Thank you for your commitment to excellence. We are excited to celebrate students' achievements through the PreACT Rising Stars program and look forward to seeing your continued success!

**Program Winners Announcement Email Template** – Use the email template below to send to students/families to announce they have won an award.

Subject: 🌟 Congratulations! You're a PreACT Rising Star!

Tagline: ✨ Shine bright as a PreACT Rising Star!

Dear **[FIRST NAME]**,

We are thrilled to announce that your hard work and dedication have earned you a place among the brightest stars in education! Congratulations on being recognized as a **[insert award category]** in the [PreACT® Rising Star](#) program for the 2024-25 school year! To learn more about the award categories, visit **[insert webpage link]**.

The PreACT Rising Stars program celebrates outstanding students who have excelled on PreACT 8/9, highlighting their commitment to academic achievement and setting them on a path for continued success. There are many resources to support you on your educational journey. We invite you to sign up for [ACT Recruit Me](#) and view our [My Journey webinar](#) schedule for middle school families.

Once again, congratulations on being named a PreACT Rising Star! Your efforts are truly shining, and we can't wait to see what you achieve next. Keep reaching for the stars!

## MEDIA OUTREACH

**2025 Approved Program Quotes** — The following quotes are approved for usage in your media outreach. They are also included in the press release template below.

*“More than anything, we want to support conversations between students and their families, educators, and guidance counselors about what’s next after high school, so students feel more secure about their postsecondary options,” said ACT CEO Janet Godwin. “Students who take PreACT also have the opportunity to share their information with colleges and scholarship agencies, which can increase their chances for early college recruitment and financial support.”*

*“We created the PreACT 8/9 assessment — and the Rising Stars program — to help identify areas of academic strength and opportunity,” said Adrienne Dieball, senior vice president of measurement research and development at ACT. “This assessment provides a starting point to postsecondary pathways — helping educators, students, and parents alike get a better understanding of a student’s college and career readiness earlier in their academic career.”*

**Official “About ACT” Boilerplate** — If developing your own press release, please also include the following ACT boilerplate. If you’d like to collaborate with our media team or share any newsworthy success stories, please contact us at [publicrelations@act.org](mailto:publicrelations@act.org).

### About ACT

*ACT is transforming college and career readiness pathways so that everyone can discover and fulfill their potential. Grounded in more than 65 years of research, ACT’s learning resources, assessments, research, and work-ready credentials are trusted by students, job seekers, educators, schools, government agencies, and employers in the U.S. and around the world to help people achieve their education and career goals at every stage of life. Visit us at [www.act.org](http://www.act.org).*

**Contact:** [publicrelations@act.org](mailto:publicrelations@act.org)

**2025 Approved Press Release Template** — Use the template below to send to local media outlets to seek local and regional coverage for your students’ achievements and school college and career readiness efforts. If you have any questions, please contact us at [publicrelations@act.org](mailto:publicrelations@act.org).

### FOR IMMEDIATE RELEASE

**DATE**, 2025

## ACT Recognizes [Number] PreACT Rising Stars at [SCHOOL NAME] / in [SCHOOL DISTRICT]

*Program honors 7-9 grade students who reach top scores on the preparatory exam*

[CITY, STATE] – [Insert number] [School Name] students have earned national recognition for their achievements on the PreACT 8/9 exam.



The PreACT Rising Stars program, in its inaugural year, honors students who score in the top half of all U.S. students who take the PreACT 8/9 Assessment. That exam provides a preview of the ACT test experience, along with a highly reliable prediction of how students might perform on the ACT. The information is critical in helping schools adjust learning plans and demonstrating to students that college could be in reach should they decide to pursue that path.

“More than anything, we want to support conversations between students and their families, educators, and guidance counselors about what’s next after high school, so students feel more secure about their postsecondary options,” said ACT CEO Janet Godwin. “Students who take PreACT also have the opportunity to share their information with colleges and scholarship agencies, which can increase their chances for early college recruitment and financial support.”

[School Name Principal First Name Last Name] echoed those priorities.

[Sample quote] “We are incredibly proud of our students for their outstanding performance on PreACT and for being recognized through the Rising Stars program,” [Principal’s last name] said. “PreACT is an important practice tool that can help our students prepare for future standardized testing, helping our students to build confidence and develop essential test-taking skills.”

The PreACT Rising Stars program recognizes students at three levels:

- Distinguished Scholars Award, recognizing students who score in the top 5% of test takers.
- Rising Scholars Award, for students who score in the top 6-15% of test takers.
- Early Scholars Award, honoring students who score in the top 16-50% of test takers.

At [SCHOOL NAME] / In [SCHOOL DISTRICT], the total number of students who achieved each of these recognitions includes:

- Distinguished Scholars Award, received by [X] students.
- Rising Scholars Award, received by [X] students.
- Early Scholars Award, received by [X] students.

Students who have qualified for this recognition will be alerted by [EMAIL/MAIL]. Students who qualify for the Distinguished Scholars Award will receive a gold medal and certificate; Rising Scholars Award recipients will receive a silver medal and certificate; and Early Scholars Award winners will receive a certificate. [Include any additional information on how the award will be distributed; e.g., it will be delivered to students at school/students can pick it up from the main office, etc.]

“We created the PreACT 8/9 assessment — and the Rising Stars program — to help identify areas of academic strength and opportunity,” said Adrienne Dieball, senior vice president of measurement research and development at ACT. “This assessment provides a starting point to postsecondary pathways — helping educators, students, and parents alike get a better understanding of a student’s college and career readiness earlier in their academic career.”

For more information on the PreACT Rising Stars program, visit <https://www.act.org/content/act/en/products-and-services/preact/rising-stars-awards.html>. For more information on PreACT Assessments, visit <https://www.act.org/content/act/en/products-and-services/preact.html>.

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## About ACT

*ACT is transforming college and career readiness pathways so that everyone can discover and fulfill their potential. Grounded in more than 65 years of research, ACT’s learning resources, assessments, research, and work-ready credentials are trusted by students, job seekers, educators, schools, government agencies, and employers in the U.S. and around the world to help people achieve their education and career goals at every stage of life. Visit us at [www.act.org](http://www.act.org). Contact: [publicrelations@act.org](mailto:publicrelations@act.org)*

## SOCIAL MEDIA OUTREACH

**Connect with ACT on social media** — Let's get connected on our social platforms so we can like, share, and tag each other to amplify the reach to our combined online communities. ACT is posting daily to help people achieve education and workplace success. You can, too!

- Our main channels are [Facebook](#), [X](#), [LinkedIn](#), [YouTube](#), and [TikTok](#).
- We also have student- and parent-dedicated channels with conversations and information about college and career planning and how to best navigate the learning journey. Those channels are [Facebook](#), [Instagram](#), and [X](#).
- The [Parent Facebook](#) page provides parents with resources and timely information related to both the ACT test and the college admissions process — all from a parent perspective.

**Canva Editable Images for Social** — Click on the Canva link below, pick from 15 different designs, and start editing these premade social media assets. They are formatted with the program colors and logos already inserted. Edit them with pictures of your winners, and don't forget to tag us at the ACT social channels listed above. Here are a few samples.



**Canva Link:** <https://www.canva.com/folder/FAFgasV8ihw>

- Square Designs [1080 x 1080](#)
- Vertical Designs [1080 x 1920](#)
- Horizontal Designs [1920 x 1080](#)



**Prewritten Posts for Social** — After you design your images, feel free to copy and paste any of the following into your social media posts, or just use them as inspiration.

### Entire PreACT Rising Stars Program:

🌟 Congratulations to our students recognized by the PreACT Rising Stars program! Your dedication and hard work have truly paid off, and this achievement is just the beginning of your bright future ahead. 🌟 We're incredibly proud of all you've accomplished and excited to see where your talents take you next! 🙌  
#PreACTRisingStars

### For PreACT Distinguished Scholars:

👏 A massive round of applause for our **PreACT Distinguished Scholars!** 🌟 You're among the top 5% of the highest-scoring PreACT 8/9 students—what an incredible achievement! Your dedication to academic excellence sets you apart, and we're excited to celebrate your success. Keep reaching for the stars! 🌟  
#PreACTRisingStars

### For PreACT Rising Scholars:

👏 Huge congratulations to our **PreACT Rising Scholars** for the 2024-25 school year! 🌟 You've earned your place among the top 15% of PreACT 8/9 test takers, showcasing outstanding potential and commitment to academic excellence. Your hard work is truly inspiring, and we can't wait to see all you achieve! Keep shining! 🌟  
#PreACTRisingStars

### For PreACT Early Scholars:

👏 Congratulations to our **PreACT Early Scholars!** 🌟 Being in the top 50% of PreACT test takers is an impressive achievement, and you've proven your potential for continued success. Keep up the amazing work—your future is bright! 😊  
#PreACTRisingStars

## VIDEO ASSETS

Videos often reach a different audience and make your message more engaging. We've recorded our CEO, Janet Godwin, giving her congratulations to the winners and thanking educators. Just grab the link and share in your celebrations!

ACT CEO Congratulations to Students - [Link to the video.](#)

ACT CEO Congratulations to Students and Educators - [Link to the video.](#)

## IMAGES OF THE PHYSICAL AWARDS

These will be sent to your schools and districts for distribution to individual students. Here are thumbnail images of the awards in case you wanted to use them in your communications.

**Distinguished Scholar Awardees** will receive a 3-inch Gold medal and an official program certificate with their name and award level.

**Rising Scholar Awardees** will receive a 2.5-inch Silver medal and an official program certificate with their name and award level.

**Early Scholar Awardees** will receive an official program certificate with their name and award level.

Sample of Certificate	Sample of Gold Medal	Sample of Silver Medal
		

## BEFORE YOU GO ... ADDITIONAL RESOURCES FOR ALL!

This guide helps you honor the students who earned the awards with accolades and recognition. However — our free programs and resources are for ALL students and are designed to guide them on their educational journeys. Here are some resources that you can share with your learners and their families.

**ACT My Journey Events:** Attend a free, live, virtual event or view recorded sessions to gain college and career readiness insights from recent graduates and admissions experts. Register today!

**ACT Student Blog:** This blog is designed for students in mind and covers topics that students themselves are submitting.

**ACT Navigator:** College and Career Planning for Families — What to Do and When. An interactive timeline designed to give families the knowledge and students the power as they move toward their independence.