



Rock The Street, Wall Street

Change WHO we invest in to change WHAT we invest in

STUDENT RECRUITMENT TOOLKIT

1. POST FLYERS AND POSTERS

Post Flyers/ Posters around the school campus, in the hall, gym, classrooms, even the bathroom, too! Post in places where students will see! **Find them [HERE](#) to download and print.**



We also have a page on our website called “Get the word out” which has additional resources that you are welcome to use. Access it using the QR Code to the left or click [HERE](#).

2. SEND EMAILS OR NEWSLETTERS

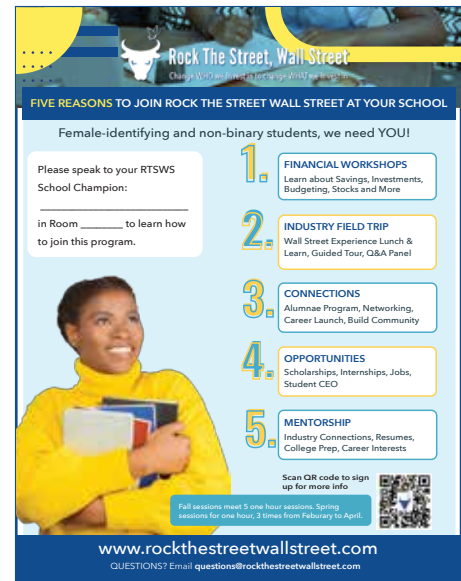
Hi Parents/Students!

We have an exciting program this year aimed at inspiring young women! Rock The Street, Wall Street is a financial and investment literacy program designed to spark the interest of a diverse population of high school girls into careers of finance. The year long academic program is facilitated 100% by local female financial professionals, and offers the following 4 components: Financial & Investment Literacy Workshops, a “Wall Street Experience” Field Trip, Mentoring, and a new Scholarship, Internship, and Job Board. Students learn about savings and investments through hands-on financial projects. They will also create resumes, build a LinkedIn profile, and apply business skills to real world situations. The goal is to create a society where women are financially literate, independent and equally represented in the field of finance. Want to learn more on how to join this program? Please contact _____ in Room # _____ for more information or visit our website: www.rockthestreetwallstreet.com.

3. MAKE PA ANNOUNCEMENTS BEFORE OR AFTER SCHOOL OR IN LUNCH PERIODS

Sharing on school TV or Radio stations is awesome, too. **EXAMPLE:**

“Hello (School Name). Ladies...do you want to become financially independent? Do you want to learn more about savings, investments, and budgeting from professionals? Do you want to create social connections with female financial professionals? If so, come join your classmates in the Rock the Street, Wall Street program. Open to female students 9th-12th grade. Please speak to your RTSWS School Champion to find out more and how to join this program! Please contact _____ in Room # _____ for more information.”



4. CONNECT WITH STUDENTS AT SCHOOL FAIRS & EVENTS

Set up a booth or table at school fairs, sporting events or in lunchroom Ask the RTSWS Student CEO to man the booth or see if RTSWS can obtain one of the volunteers from sponsoring firm to man the booth.

5. ENGAGE YOUR SCHOOL

Share a PPT slide, image or video in faculty meetings or classroom morning announcements.



RTSWS Student Recruitment video can be accessed using the QR code to the left, or at https://youtu.be/iB_RfTFiluo



6. GET THE WORD OUT VIA SOCIAL MEDIA & FOLLOW US

Use some of the images we provided [HERE](#) for social media posts, or take some pictures of the girls in class.

CAPTION SUGGESTIONS

Women, we need YOU! Make an impact in the world around you, learn financial independence, build your resume, expand your network and more! Learn more about Rock The Street, Wall Street at _____ (school name), contact _____ for more information and to begin changing the world!

If we change WHO we invest in, we change WHAT we invest in. Learn more about Rock The Street, Wall Street at _____ (School name), contact _____ for more information.



Instagram



TikTok



Threads



YouTube



Facebook

7. TEXT STUDENTS AND PARENTS

TEXT EXAMPLE

Exciting news! {School Name} will be hosting the Rock the Street, Wall Street program, specially designed for our female-identifying students.

RTSWS aims to revolutionize the world of finance by giving young women essential financial and investment knowledge, while also working to bridge the gender gap in financial markets. Sessions are led by female financial experts from global firms and students will delve into money management, investments, and more.

Students can register for the program through this link: <https://app.rockthestreetwallstreet.com>

8. THE BEST WAY TO GET STUDENTS INVOLVED: WORD-OF-MOUTH!

Share about the program to all female identifying students. Show how excited and passionate you are about the program. Being authentic is always good and can inspire others.

Thank you for your help in getting more girls involved in math and finance!



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FIVE REASONS TO JOIN ROCK THE STREET WALL STREET AT YOUR SCHOOL

Female-identifying and non-binary students, we need YOU!

Please speak to your RTSWS
School Champion:

in Room _____ to learn how
to join this program.

1.

FINANCIAL WORKSHOPS

Learn about Savings, Investments,
Budgeting, Stocks and More

2.

INDUSTRY FIELD TRIP

Wall Street Experience Lunch &
Learn, Guided Tour, Q&A Panel

3.

CONNECTIONS

Alumnae Program, Networking,
Career Launch, Build Community

4.

OPPORTUNITIES

Scholarships, Internships, Jobs,
Student CEO

5.

MENTORSHIP

Industry Connections, Resumes,
College Prep, Career Interests

Scan QR code to sign
up for more info



Fall sessions meet 5 one hour sessions. Spring
sessions for one hour, 3 times from February to April.

www.rockthestreetwallstreet.com

QUESTIONS? Email questions@rockthestreetwallstreet.com