**WAS – Running Start**

Students of Color Toolkit

**Digital Ad 1**

[Headline]

**Close-to-Home & Tuition FREE**

**College Degrees**

[Subhead]

*Running Start high school students get a head start on college, career, and life.*

[CTA]

Learn More!

**Digital Ad 2**

[Headline]

**The Fast & the Curious**

[subhead]

Did you know Running Start high school students can choose from 100s of TUITION FREE college classes at [college letters]?

[CTA]

Learn More!

**1 Snapchat post/ad**

[image- gif style that flashes through different student-age people in different occupational clothes. Text is added over flashing frames]

Running Start high school students

get a head start

on college, career, and life.

[CTA]

Learn more

**1 Instagram post/ad**

[Image headline]

**$0**

*How much Running Start students pay in college tuition.*

[post copy]

Running Start students earn TUITION FREE college credits while in high school! Get a head start on a college degree or your future career while staying close-to-home. Click to learn more!

[Headline]

Online & in-class options await!

**1 Facebook post/ad**

[Image Headline]

**Close-to-Home & Tuition FREE**

**College Degrees**

[post copy]

Running Start students take community college classes TUITION FREE while in high school giving them a head start on college and their careers! Earn college credits that can transfer to 2 or 4-year colleges across Washington State, or complete a career-ready technical degree or certificate and start your career fast! Click to learn more.

[Headline]

You are college material.

[Description]

Get your head start now!