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About NSHSS
Co-founded by Claes Nobel and with a highly diverse membership, we recognize and empower high-achieving students. We strive to provide academic and leadership opportunities that promote scholarship, leadership, and community service to our members.

NSHSS is a distinguished academic honor society committed to recognizing and serving the highest-achieving student scholars in more than 26,000 high schools across 170 countries. With access to valuable resources and a network of more than 2 million exceptional peers spanning high school, college, and career, NSHSS scholars embody academic dedication and outstanding leadership in their schools, workplaces, and communities.
ABOUT OUR MEMBERS

Let’s break down the numbers

- White/Caucasian: 42%
- Latino/Hispanic: 18%
- Black/African American: 14%
- Asian/Asian American/Pacific Islander: 9%
- Prefer not to respond: 4%
- Multiracial: 1%
- Other: .02%

58% Non-white
22% First-generation

67% of NSHSS members are highly interested in study abroad and travel
Let’s break down the numbers

Top 10 intended undergraduate majors

- Medicine & Health-related: 23%
- Healthcare: 21%
- Sciences: 18%
- Engineering: 18%
- Business & Corporate: 17%
- Biology & Biotech: 15%
- Arts: 13%
- Computer science: 13%
- Technology: 11%
- Education: 10%

Top 10 intended career fields

About Our Members
**MEMBER TOUCHPOINTS**

**High-impact channels to reach students, parents, graduates, and educators**

**DIGITAL TOUCHPOINTS**
- Press Release/Member Announcement
- Intern Readiness Certificate Program
- Custom Partner’s Page
- Dedicated Partner Emails
- Blog
- Webinars
- Member Dashboard
- Virtual Events
- Scholar’s Journal

**IN-PERSON TOUCHPOINTS**
- Leadership Programs
- Scholarships
- Be More Grants
- Scholar’s Days
- Member Events
- College and Other Tours
SOCIAL FOOTPRINT AND DIGITAL ENGAGEMENT

Broad and Deep Engagement

SOCIAL @NSHSS
Total followers across platforms: 168K+
Total annual impressions: 119.MM+

PARTNERS POST
Facebook: 985 avg. impressions
Instagram: 1,440 avg. impressions
TikTok: 1,539 avg. plays

EMAIL
Active subscribers (current students, former students, parents, and educators): 1,801,284

ANNUAL WEBSITE TRAFFIC
3,879,618
(21.9% returning)

Overall Partners Page Traffic (Average Monthly):
Views: 2,626
Engagement Metrics:
Average Time on Page: 2:14m
Clicks (Average Monthly): 6,591

Key Traffic Sources:
Organic Traffic: 38.23%
Email Traffic: 36.84%
Direct: 19.07%

Domain Metrics:
Domain Authority: 54

Webinar stats:
Average:
Registrations: 468
Attendance rate: 36.1%
NSHSS is active on all major social media platforms with a substantial following and high engagement.

**Instagram Takeover Opportunity:**
- You can conduct an Instagram takeover featuring live content on NSHSS IG stories.

**Coordinated Social Media Posts:**
- Separate posts on Facebook, Instagram, and TikTok will be coordinated using the content that you provide.
- These posts will align with the dedicated partner emails.
We will showcase your organization’s accomplishments and position you as an education and youth empowerment supporter. Official press releases offer unique opportunities for brand visibility among a targeted demographic of students, educators, and parents.

NSHSS gained strong media recognition with 100+ placements in 2023. Our stories about scholarship winners, surveys, events, and partner programs are showcased in top national, regional, print, and broadcast outlets. We’re sought after by renowned journalists for op-eds and thought leadership. Partners aligning with our brand benefit from this exposure, and we’re open to collaborating on themed surveys, scholarships, or events tied to impactful occasions like Women’s History and Earth Day.
We will work with you to customize a landing page that will provide extensive information and your value proposition to students.

A dedicated page on the website significantly elevates your organization's visibility among a targeted audience of high-achieving students, educators, and other potential partners.
DEDICATED PARTNER E-MAILS

Co-branded email to members, parents, or educators

We will craft this co-branded email together to get the right message to members and promote your organization.

You will be able to share details about your company, including benefits members can receive and other information.

The dedicated email CTA can lead to your custom partner landing page or wherever you see fit.
Overall Blog Traffic (Average Monthly):
Views: 50K
Sessions: 44K
Unique Users: 39K

Engagement Metrics:
Average Time on Page: 4:57m
Average Engagement Time: 58 sec
Average Scroll Depth: 72.2%

Traffic Sources:
Organic Traffic: 92.07%
Direct Traffic: 7.02%
Referral Traffic: 1.19%
Organic Social Media Traffic: 0.28%
We strongly encourage partners to organize webinars, particularly when they offer highly valuable, enriching content on hot topics.

The content of the webinars should prioritize education and information sharing rather than sales pitches.

Our website and bi-weekly Webinar Newsletters are platforms through which we promote these events to students, parents, and educators. **Partners will also receive a list of opt-in registrant information.**

**WEBINAR STATS:**
- Registrations: 468
- Attendance rate: 36.1%

**View upcoming webinars**
Key Partners and Perk Partners may have logos on each member’s dashboard. Partners will have the potential to engage with future leaders and innovators, fostering early relationships that could benefit both parties in the long term.

With NSHSS’s extensive network of high-achieving students, educators, and schools, potential partners can gain the reach and influence of a large talent pool.
Virtual events offer an excellent avenue for connecting with a broad audience, presenting various engagement levels ranging from virtual booths to breakout sessions and speaking slots.

These events are bolstered by email and social media campaigns, ensuring that participation can be tailored to each event’s unique aspects.
The Scholar’s Journal is an NSHSS newsletter that provides information on available scholarships, grants, upcoming events, webinars, college prep, community engagement, and more.

Partners will be featured in the “featured partner section” with a logo and short blurb. This will allow you to connect with a diverse pool of talented and motivated high school scholars.
For more information on how to become a partner or event inquiries, please contact us at partnerships@nshss.org.