

BasicNeeds.NJ.Gov



Resources for college students...



Outreach & Social Media Toolkit

Basic Needs Information Hub
for College Students



NEW JERSEY OFFICE OF THE SECRETARY OF

**HIGHER
EDUCATION**

SEPTEMBER 2025

OVERVIEW

The Office of the Secretary of Higher Education (OSHE), in partnership with Office of Innovation, launched BasicNeeds.NJ.gov, which provides a directory of statewide resources for institutions to help meet their students' most basic needs – from food and housing to childcare, transportation, and more.

The *Basic Needs for College Students* website provides our students as well as their peers, advisors, counselors and campus-wide communities with the tools and information to address a wide spectrum of students' basic needs and includes details on what assistance is available to students and who is eligible to apply.

HOW TO USE THIS TOOLKIT

The materials in this toolkit are designed to make it easy for institutions, students, and community organizations to share information about BasicNeeds.NJ.gov with their campus communities and peers using the communication channels you already use.

Download, share, save, and print the resources provided in this guide to promote the site's resources.

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- 3** Email (blast, blurbs & visuals)
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- 7** Other materials (QR code, course syllabi blurb)
- 8** Provider feedback & questions

EMAIL

Use this evergreen language to share the website, whether you are faculty, campus staff or a community organizer.

Language for Email Blast

Subject Line: Connecting Students with Support: BasicNeeds.NJ.gov

Body: Dear [Community Members/Students/Colleagues/Friends],

The State of New Jersey created BasicNeeds.NJ.gov -- a free, one-stop website connecting students with resources and information to support their well-being and success.

The site includes information on programs and services available to students across New Jersey, that provide support for essential needs such as food, housing, financial aid, transportation, childcare, health care, and more.

BasicNeeds.NJ.gov is for all students. Whether first generation, an adult learner, Dreamers, student parents, or anyone seeking support.

Please share this resource with someone who may benefit.

Thank you,
[Name/Organization]

Language for Short Newsletter Blurbs

For Students

Need support with essentials like housing, food, transportation, financial aid, childcare, or health care? Visit BasicNeeds.NJ.gov – a free, one-stop website with resources to help New Jersey students thrive.

For Trusted Partner (like faculty, staff, advisors, etc.)

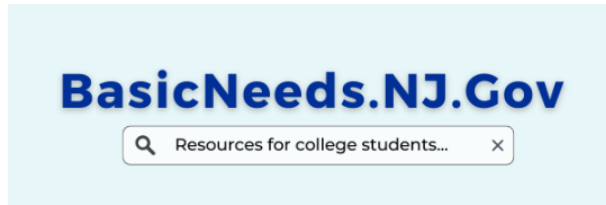
Help spread the word! BasicNeeds.NJ.gov is a free, online tool that connects New Jersey students with information and resources for essential needs, such as housing, food, childcare, health care, transportation, financial aid, and more. Please share this resource with those who may benefit.

For Community Organizations & Providers

BasicNeeds.NJ.gov is a free online hub that connects students with information about essential resources like food, housing, childcare, transportation, and health care. We welcome your partnership and feedback to ensure this site includes the most helpful programs for New Jersey students. Share your input [here].

Visuals for Email

Use universal imagery to add visual interest and recall for the reader.



[Download the complete email template with graphics as a Word document here](#)

Dear [Community Members/Students/Colleagues/Friends],

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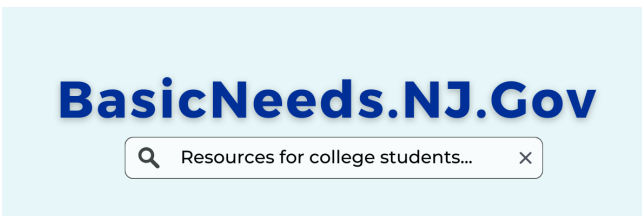
Please share this resource with someone who may benefit.

Thank you,
[Name/Organization]



SCAN TO VISIT THE SITE

Developed by the State of New Jersey for students



[Click here to download header.](#)



SCAN TO VISIT THE SITE

Developed by the State of New Jersey for students



[Click here to download footer.](#)

SOCIAL MEDIA

Use these social media graphics and copy to share **BasicNeeds.NJ.gov** on Facebook, Twitter/X, and Instagram. Select from eight static designs and two motion graphics.

[*Click here to download the suite of assets for social media.*](#)



I NEED...

- ...transportation to school.
- ...mental health services.
- ...food for my family.
- ...legal services.

BasicNeeds.NJ.gov

Whether you're a student, advisor, or resident, explore available resources and navigate eligibility for basic needs supports—*all in one place.*

SITE CREATED BY:
NJ Office of the Secretary
of Higher Education



I NEED...

- ...tax assistance.
- ...healthcare.
- ...legal aid.
- ...financial aid.

BasicNeeds.NJ.gov

Whether you're a student, advisor, or resident, explore available resources and navigate eligibility for basic needs supports—*all in one place.*

SITE CREATED BY:
NJ Office of the Secretary
of Higher Education




I NEED...

- ...housing support.
- ...child care.
- ...help accessing technology.
- ...food assistance.

BasicNeeds.NJ.gov

Whether you're a student, advisor, or resident, explore available resources and navigate eligibility for basic needs supports—*all in one place.*

SITE CREATED BY:
NJ Office of the Secretary
of Higher Education




I NEED...

- ...transportation to school.
- ...child care.
- ...help with finding housing.
- ...tax assistance.

BasicNeeds.NJ.gov

Whether you're a student, advisor, or resident, explore available resources and navigate eligibility for basic needs supports—*all in one place.*

SITE CREATED BY:
NJ Office of the Secretary
of Higher Education



Language for Social Media

Twitter/X:

Need support with housing, food, childcare, transportation, or health care while in college? Visit BasicNeeds.NJ.gov — a free, one-stop resource for NJ students.

OR

College can be tough enough without worrying about essentials. Find resources for housing, food, transportation, health care, financial aid & more at BasicNeeds.NJ.gov

Instagram:

College students juggle a lot. Sometimes it's balancing school while also needing support to access housing, food, childcare, transportation, legal aid or health care.

That's why New Jersey created BasicNeeds.NJ.gov — a free, one-stop website connecting students with resources to support their well-being and success.

OR

It's hard to focus on your studies when you're worried about life's basics.

Visit BasicNeeds.NJ.gov to get information and resources for essential housing, food, childcare, transportation, health care, financial aid, and other needs.

Your success matters and support is available.

Facebook:

Students across New Jersey can find support for housing, food, transportation, childcare, health care, financial aid, and more at BasicNeeds.NJ.gov.

This free, one-stop website connects students with resources to help them thrive in college and beyond.

OR

It can be hard to focus on your education when you're worried about food, housing, or childcare. BasicNeeds.NJ.gov makes it easier for college students to find support.

This free, statewide website connects students with programs and services that can help with meeting essential needs, such as housing, food, transportation, health care, and more.

OTHER MATERIALS

Whether digital and print assets, leverage the following materials to direct users to the site.

QR Code

This easily scannable QR code can be added to student or departmental posters, other printed materials, presentations, digital monitors in central spaces on your campus, etc.



[*Click here to download the QR code.*](#)

Language for Course Syllabi or Learning Management Systems

To support the well-being and success of all students, the New Jersey Office of the Secretary of Higher Education has created a [Basic Needs Information Hub](#). This free, online resource is designed to connect students with information about services and support for essential needs such as food, housing, healthcare, and more. Explore the hub at BasicNeeds.NJ.gov.

PROVIDER FEEDBACK

BasicNeeds.NJ.gov is routinely updated to ensure our site can be user-friendly, accessible, and informative for students and New Jersey's higher education community at-large.

Are you a provider that has resources or feedback related to the site? [Let us know by completing this form.](#)

QUESTIONS?

Thank you for your partnership and support in sharing the **BasicNeeds.NJ.gov** website and for providing feedback to ensure this resource can offer the most up-to-date information for our higher education community and New Jersey residents.

If you have questions or need additional information about this initiative, please email Cecilia Williams (Cecilia.Williams@oshe.nj.gov) and Josefina Ewins (Josefina.Ewins@oshe.nj.gov) at the New Jersey Office of the Secretary of Higher Education.

You can also email us to inquire about getting a customized version of a specific asset. Please make sure to include sizing needs along with details about the purpose and placement of the asset when you reach out.