

Media Contact:
Brendan Montesinos
brendan@touchdownstrategies.com
(843) 801-2662

ACE Scholarships Launches “Make It Possible” Campaign to Expand Awareness and Educational Opportunity Nationwide

- *The broader campaign aims to educate taxpayers, school leaders, parents, and tax professionals about the new Federal Education Freedom Tax Credit ahead of its Jan. 1, 2027 launch.*
- *Research found that nearly 70% of Americans are unfamiliar with the Education Freedom Tax Credit.*
- *The campaign will span streaming TV and audio, social media, digital advertising, out-of-home placements, events, and up to six televised college football bowl games.*

DENVER (October 20, 2026) – [ACE Scholarships](#), a national Scholarship Granting Organization (SGO), with over 25 years of experience, launched “Make It Possible,” today as part of an eight-figure national marketing campaign to help build awareness of the Education Freedom Tax Credit (EFTC) and engage taxpayers in learning how they can expand educational opportunity for children.

The campaign comes as the country prepares for the Jan. 1, 2027 launch of the EFTC, a new opportunity for taxpayers to support K-12 educational opportunities through contributions to qualified scholarship granting organizations, like ACE.

ACE projects that the *Make It Possible* campaign could ultimately generate up to \$300 million in charitable donations, funding approximately 75,000 scholarships for students across America in its first year for the organization.

Beginning Jan. 1, 2027, eligible taxpayers can contribute up to \$1,700, or \$3,400 for married couples filing jointly, to a qualified SGO and can claim a dollar-for-dollar federal tax credit. Contributions can then help expand access to tuition, tutoring, and other qualifying educational expenses for eligible students, including those attending public, charter, and private schools, as well as homeschoolers.

Make It Possible is built around a simple idea: that every child has the potential to do something extraordinary. Access to educational opportunity can help make that future possible.

The campaign's [first national advertisement](#), directed by [Saman Kesh](#) and produced by [GoldenLA](#), captures the wonder of possibility that opens when children have access to educational opportunities that match their interests and aspirations.

The ad follows children immersed in their passions and imagines the futures surrounding them. A magical pencil comes to life, drawing glimpses of what those futures could hold – a rocket, a violin, a robot – before pulling each child through an unseen portal and into a future as an astronaut, musician, or engineer.

The child is central to each story, while the pencil represents ACE as the conduit that helps turn aspirations into possibility.

“The tax credit is the mechanism, but what motivates giving is our children’s futures,” said Norton Rainey, CEO of ACE Scholarships. “Make It Possible is designed to remind Americans that educational opportunity can change the trajectory of a child’s life—helping them discover their potential and pursue a future that might otherwise be out of reach. We have an important responsibility to help taxpayers understand that they now have the power to make those opportunities possible for millions of children.”

ACE commissioned national research to understand what motivates Americans to support scholarship opportunities. The findings showed that the emotional impact of giving significantly outweighs the tax benefit:

- 83% said they were motivated by helping families who cannot afford an education.
- 78% are motivated by seeing a clear impact on students.
- Nearly 70% of Americans are unfamiliar with the Education Freedom Tax Credit.

“For too many American children, financial circumstances determine which educational opportunities are within reach,” said Kristy Badger, ACE Scholarships’ Chief Marketing Officer. “Every child has unique talents, interests, and learning needs that shape how they thrive. Now, the EFTC will bring together what’s possible for countless students in America.”

While national advertising is designed primarily to inspire and engage Americans, *Make It Possible* is part of a broader, yearlong effort to help taxpayers and families understand the

new federal initiative, how it works, and how they can participate. ACE will also provide educational resources designed to address common questions, clarify misconceptions, and help taxpayers navigate the new opportunity.

Beginning this fall and running throughout 2027, ACE Scholarships will combine national advertising with digital outreach, educational resources, community engagement, storytelling, and tax-professional awareness to explain the EFTC in accessible terms and help eligible taxpayers understand how the initiative works.

The campaign will reach audiences through streaming television and audio, YouTube and social platforms including Meta and TikTok, digital advertising, high visibility out-of-home placements, events, and televised college football bowl games.

The campaign will build a targeted local presence in priority markets including DC, New York, Dallas-Fort Worth, Atlanta, Kansas City, Orlando, Philadelphia, and Denver, among other key markets.

ACE is also working with tax professionals to help them learn about the initiative and how their clients can take advantage of the federal tax credit. To date, ACE has engaged approximately 5,000 CPAs and plans to continue raising awareness through key moments leading into tax season.

“We want to start a national conversation about what is possible when we give families more educational opportunities. Then, as the tax credit becomes available, we can help taxpayers understand how they can turn that desire to help into action,” added Badger.

Americans interested in learning more about the Education Freedom Tax Credit and how they can help *Make It Possible* can visit EducationFreedom.org.

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ABOUT ACE SCHOLARSHIPS

ACE Scholarships is one of the nation’s largest nonprofit K-12 Scholarship Granting Organizations (SGOs). For more than 25 years, ACE has advanced educational freedom by delivering privately funded and tax-credit scholarships while advocating for educational opportunities. With a focus on providing lower-income families access to quality K-12 education, ACE has delivered more than 121,000 scholarships totaling over \$395 million to students. Through its proven track record and innovative, co-branded end-to-end scholarship management technology—EmpowerEd by ACE Scholarships—the nonprofit is poised to impact children across the country through the Education Freedom Tax Credit (EFTC). ACE has been awarded a perfect four-star rating from Charity Navigator for 12 consecutive years, the world’s largest, most trusted charity evaluator.