

## **FAFSA COMMUNICATIONS TOOLKIT**

The below communications tools were created to make it easier for school counselors and staff to promote the FAFSA, promote FAFSA events, and to bust myths about the FAFSA with your students. These tools can be cut and pasted and modified to meet your needs free of charge.

The toolkit materials include: (click on the link below to go to that section of the document)

- [Facebook posts](#)
- [Website and newsletter copy](#)
- [Emails](#)
- [Morning announcements](#)
- [Robocalls](#)
- [Auto texts](#)

### **FACEBOOK POSTS (Audience: Students and Parents)**

Below are 15 Facebook posts and captions to (1) build awareness of the FAFSA, (2) share myths vs. facts and (3) to promote your FAFSA events. Here's how to use these posts:

1. Right click on the individual images to save.
2. Create a new post on Facebook. Upload the image.
3. Cut and paste the captions below into your post (or write your own).
4. Post.

### **FAFSA AWARENESS BUILDING**



Get ready seniors! The 2020-2021 FAFSA is available October 1st. #AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Seniors, don't wait to complete your FAFSA. Get it in today. # AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Arizona students left \$65 million of free Pell Grant money on the table in 2017-18. Apply starting October 1<sup>st</sup>. #AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Senior, get your money for college! Submit your FAFSA starting on October 1<sup>st</sup>. #AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Seniors, start by getting your username (FSA ID) and password set up to complete your FAFSA. #AzFAFSA #college #seniors #students #money

[StudentAid.gov/fsaid](https://studentaid.gov/fsaid)

## FAFSA MYTH BUSTING



**MYTH**

"Students should wait to fill out the FAFSA until they are accepted into college."



**FACT**

"Don't wait. Complete your FAFSA application during your senior year of HS."

www.fafsa.gov FAFSA

Myth – Students should wait to fill out the FAFSA until they are accepted into college.

Fact – Don't wait. Students are highly encouraged to complete their FAFSA application their senior year of high school.

#AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



**MYTH**

"The FAFSA takes forever to fill out."



**FACT**

"Got 30min to spare? The FAFSA only takes that long to complete!"


www.fafsa.gov FAFSA

Myth -The FAFSA takes forever to fill out.

Fact – If you've got 30 minutes to spare, you're good. Because that's how long it takes to fill out the FAFSA.

#AzFAFSA #college #seniors #students #money #time

<https://studentaid.ed.gov/sa/fafsa>



**MYTH**

"My parents make too much money so I won't qualify for financial aid."



**FACT**

"There is no income cut-off to qualify for federal financial aid."

www.fafsa.gov FAFSA

Myth- My parents make too much money so I won't qualify for financial aid

Fact – there is no income cut-off to qualify for federal financial aid. All eligible students qualify for some type of financial aid, including grants, work-study, loans, or scholarships.

#AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Myth – I support myself, so I do not have to include my parent’s information on the FAFSA.

Fact – Even if you support yourself, live on your own, or file your own taxes, you may still be considered a dependent student for FAFSA purposes.

#AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>



Myth – All scholarships do not require a FAFSA

Fact – Many merit-based scholarships require a FAFSA on file for students to be considered.

#AzFAFSA #college #seniors #students #money

<https://studentaid.ed.gov/sa/fafsa>

## PROMOTING FAFSA EVENTS



(Note: Use for a Monday event)

We’re hosting a FAFSA workshop on DATE at TIME in the LOCATION. We’ll help you complete your FAFSA in about an hour or less. You’ll need to bring these items with you: your social security number, driver’s license number, tax records from last year, records of untaxed income, and list of schools you are interested in. #AzFAFSA #college #seniors #students #money #workshop



**(Note: Use for a Tuesday event)**

We're hosting a FAFSA workshop on DATE at TIME in the LOCATION. We'll help you complete your FAFSA in about an hour or less. You'll need to bring these items with you: your social security number, driver's license number, tax records from last year, records of untaxed income, and list of schools you are interested in. #AzFAFSA #college #seniors #students #money #workshop



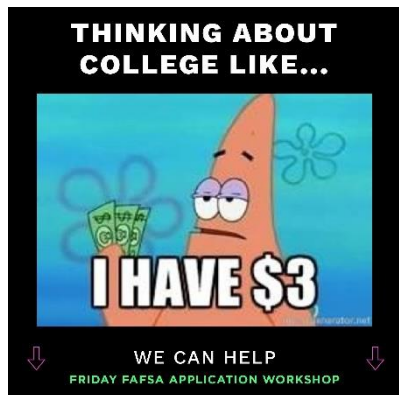
**(Note: Use for a Wednesday event)**

We're hosting a FAFSA workshop on DATE at TIME in the LOCATION. We'll help you complete your FAFSA in about an hour or less. You'll need to bring these items with you: your social security number, driver's license number, tax records from last year, records of untaxed income, and list of schools you are interested in. #AzFAFSA #college #seniors #students #money #workshop



**(Note: Use for a Thursday event)**

We're hosting a FAFSA workshop on DATE at TIME in the LOCATION. We'll help you complete your FAFSA in about an hour or less. You'll need to bring these items with you: your social security number, driver's license number, tax records from last year, records of untaxed income, and list of schools you are interested in. #AzFAFSA #college #seniors #students #money #workshop



**(Note: Use for a Friday event)**

We're hosting a FAFSA workshop on DATE at TIME in the LOCATION. We'll help you complete your FAFSA in about an hour or less. You'll need to bring these items with you: your social security number, driver's license number, tax records from last year, records of untaxed income, and list of schools you are interested in. #AzFAFSA #college #seniors #students #money #workshop

## **WEBSITE OR NEWSLETTER (Audience: Students and Parents)**

### **FAFSA event on (insert date) at (insert time) at (insert location)**

Our goal is to have (insert goal) % of our seniors completing the FAFSA.

The FAFSA is the **Free Application for Federal Student Aid**. The FAFSA helps students know how much funding they may be eligible to receive for college. It includes funding for grants (like the Pell Grant), student loans, work-study and scholarships.

The FAFSA is for every senior who is planning to pursue college or a university beyond high school, regardless of how much money a student or his/her family might have. There's no income cut-off to qualify for federal financial aid.

Students can submit their FAFSA as early as October 1, even if they have not yet been accepted into college. Students should get their applications in right away to maximize the amount of funding they could receive and to be eligible for scholarships at NAU, ASU and UofA.

The FAFSA takes about 30 minutes to complete. **We're hosting a FAFSA event to help students and families complete the FAFSA on (insert date) at (insert time) at (insert location).**

Here's what you'll need to bring with you to complete your FAFSA. Most of this information will be from your parents:

- Your Social Security Number (for you and your parents)
- Your Alien Registration Number (if you are not a U.S. citizen)
- Your 2018 tax information
- Your federal income tax returns, W-2s, and other records of money earned. (Note: You may be able to transfer your federal tax return information into your FAFSA using the IRS Data Retrieval Tool)
- Bank statements and records of investments (if applicable)
- Records of untaxed income (if applicable)
- An FSA ID to sign electronically
- A list of schools you are interested in

For more information, contact (insert name) at (insert phone) or (insert email).

## **WEBSITE OR NEWSLETTER (Audience: Students and Parents)**

### **FAFSA Myths vs. Facts**

Myth- My parents make too much money so I won't qualify for financial aid

Fact – there is no income cut-off to qualify for federal financial aid. All eligible students qualify for some type of financial aid, including grants, work-study, loans, or scholarships.

-----

Myth -The FAFSA takes forever to fill out.

Fact – If you’ve got 30 minutes to spare, you’re good. Because that’s how long it takes to fill out the FAFSA.

-----

Myth – Students should wait to fill out the FAFSA until they are accepted into college.

Fact – Don’t wait. Students are highly encouraged to complete their FAFSA application their senior year of high school.

-----

Myth – All scholarships do not require a FAFSA

Fact – Many merit-based scholarships require a FAFSA on file for students to be considered.

-----

Myth – I support myself, so I do not have to include my parent’s information on the FAFSA.

Fact – Even if you support yourself, live on your own, or file your own taxes, you may still be considered a dependent student for FAFSA purposes.

## **EMAILS (Audience: Parents)**

**Subject: Does your senior need money for college?**

We’re hosting a FAFSA workshop on DATE at TIME at the LOCATION to help you and your high school senior complete the FAFSA. The FAFSA is the Free Application for Federal Student Aid, which helps students know how much funding they may be eligible to receive for college. It includes funding for grants (like the Pell Grant), student loans, work-study and scholarships.

At the workshop we’ll help your student complete the FAFSA in about an hour or less. You’ll need to bring these items with you: your social security number, driver’s license number, tax records from 2018, records of untaxed income, and list of schools you are interested in.

Contact (name) at (email) Ro RSVP or if you have any questions.

**Subject: Seniors - FAFSA is Coming October 1<sup>st</sup>**

Don’t leave money on the table for college. All high school seniors should plan to complete the FAFSA, the Free Application for Federal Student Aid, starting on October 1<sup>st</sup>. The FAFSA helps students know how much money they could get to help them pay for college from grants, work-study, student loans, or scholarships.

We’re hosting an event on (date) at (time) in the (location). Plan now to attend to complete your FAFSA on site. You’ll need to bring these items with you: your social security number,

driver's license number, tax records from 2018, records of untaxed income, and list of schools you are interested in.

Contact (name) at (email) to RSVP or if you have any questions.

### **Subject: Seniors: Get ready for the FAFSA**

The FAFSA (Free Application for Federal Student Aid) is coming on October 1<sup>st</sup>. The FAFSA helps students know how much money they could get to help them pay for college from grants, work-study, student loans, or scholarships.

You can help your senior prepare for the FAFSA by setting up your username and password to complete your FAFSA. You can do that here: [StudentAid.gov/fsaid](https://StudentAid.gov/fsaid)

Then, plan to attend our FAFSA event on (date) at (time) in the (location) and we'll help you complete your FAFSA.

Contact (name) at (email) to RSVP or if you have any questions.

## **SCRIPT FOR MORNING ANNOUNCEMENT (audience: Students)**

### **FAFSA Event**

- Seniors, are you trying to figure out how to pay for college? We're hosting a FAFSA night on (insert date and time) at (insert location) to help you complete your FAFSA. Contact (name) to find out what you need to bring with you. See you there.
- Going to college next year? You may be eligible for free money, like grants and scholarships. Come to our FAFSA event on (insert date and time) to complete your FAFSA in an hour or less. Contact (name) to find out what materials you'll need to bring with you. See you there.

### **Awareness**

- Seniors, the FAFSA is available starting October 1st. The FAFSA helps you find money for college including grants, student loans, work-study and some scholarships to help you pay for college. Contact (name) to find out more.
- Seniors, don't wait to submit your FAFSA – get it in today. The sooner you get your FAFSA in, the more funding is available. Contact (name) for more information.
- Seniors, don't leave money for college on the table. Arizona students let \$65 million of free Pell Grant money on the table in 2018. Don't be one of those students. Get your FAFSA submitted today! Contact (name) for more information.

### **Myth Busting**

- Seniors, did you know there is no income cut off to qualify for financial aid for college? Everyone should fill out the FAFSA. Contact (name) for more information today.
- Seniors, if you've got 30 minutes, you can get your FAFSA completed. Getting your FAFSA done doesn't take long. Contact (name) to find out what information you'll need and how to apply.



### **SCRIPT FOR ROBOCALLS (audience: Parents)**

- A reminder from (school name) that we are hosting an event tomorrow at (time) at (location) to help you complete the FAFSA to help your child pay for college.
- A reminder from (school name) that as of October 1<sup>st</sup>, Seniors can submit their FAFSA application. Don't wait, help your student submit theirs today. Contact (name) for more information.

### **MESSAGING FOR AUTO TEXTS (audience: Parents)**

- Calendar alert! We're hosting a FAFSA event on (insert day, date and time) in the (insert location).
- FAFSA event tomorrow at (school name) at (time) in the (insert location). Reply with "RSVP" to let us know if you'll be attending.
- FAFSA event tonight at (school name) at (time) in the (insert location). Reply with "RSVP" to let us know if you'll be attending.
- All you need is 30 minutes to help your child complete his FAFSA and find money for college. Come to our FAFSA event on (date/time) at (location) to find out more.