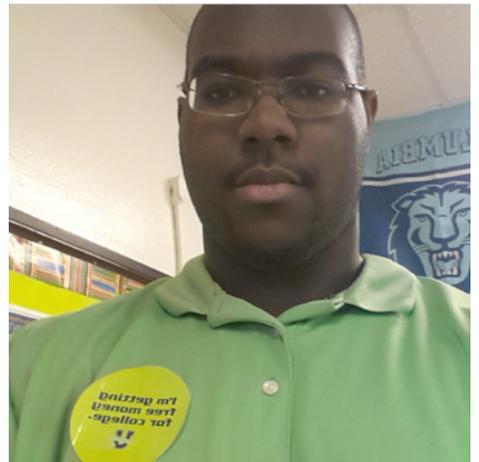


THERE IS A WAY TO PAY



August 26, 2016

Dear College Affordability Champions,

Thank you for helping us spread the word about college affordability!

We know that if students don't think they can pay for college, they won't take the necessary steps to enroll. Last year, almost 16,000 Dallas County high school seniors did not file the FAFSA, meaning they had no way of understanding the true cost of college and no opportunity to receive state or federal aid.

As a result, over \$32 million in federal aid went unclaimed by our seniors. According to senior exit surveys, the most common reason for not filing the FAFSA/TASFA was a lack of understanding the process. Our goal is to ensure more high school seniors can access postsecondary education opportunities with better information and personalized support from financial aid advisors.

The need to support students and families in the financial aid process has never been more important. The following information can help launch a "There's a Way to Pay" Campaign on your campus to inform your students that college can be affordable using announcement blasts, website blurbs, marquee messages, social media posts, and more.

Thank you again for your commitment and support! Please feel free to contact Sarah Jensen at sarah.jensen@commit2dallas.org if you have any questions.

Sincerely,

The Commit! Partnership



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students about paying for school*

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GETTING STARTED

IDEAS ON IDENTIFYING OUTLETS TO SPREAD THE WORD

Higher Education

- Announcements during counselor updates in the fall
- Add website address on brochures
- Emails to send to your Dallas-area prospective students
- Emails to send to your current students
- Website and social media placement

Faith Based/ Community Organizations

- Message in bulletin /newsletter
- Table tents at tax centers
- Community event calendars
- Social media

High Schools

- Morning announcements
- PTA/school/community newsletters
- Parent letters
- Website and calendars (Organization, School, or District)
- Counselor's office
- School event programs (homecoming, music, theater, etc.)
- Sporting events announcements
- Social media
- Student newspaper
- School marquee
- Emails/texts/calls home

Other Ideas to Boost FAFSA/TASFA Completions

- Incentivize student participation with school-specific rewards (homework pass, "dress down" day, pep rally, free tickets to prom, etc.)
- List FAFSA completion percentages and goals on school marquees
- Campuses can look at data to see how sub-populations are doing and create targeted outreach. (How are AVID students doing compared to CTE compared to others?)
- Chicago Public Schools' superintendent sent a regular email to principals with the schools ranked according to their increase in FAFSA completions; can you do similarly?
- San Antonio recruited volunteers and assigned them to five families to follow up with and provide FAFSA assistance/resources
- <http://financialaidtoolkit.ed.gov/>

THEME 1:

COLLEGE IS AFFORDABLE FOR EVERYONE!

Difference in sticker price and actual price

School Morning Announcements/ Website Blurbs

Listen up seniors! If you're applying to colleges or considering whether college is right for you, understand that college IS affordable no matter what your current financial situation is. College may seem expensive because of the scary price you see on college websites. The TRUTH is that most students pay less than their college's published price, thanks to many forms of financial aid.

There is money available for 4-year, 2-year, and technical schools, as long as you apply for financial aid (either the FAFSA or TAFSA) starting in October.

Good luck with your applications, and if you have any questions, please come by the counselor's office!

Financial aid is available/ college application fee-waivers

School Morning Announcements/ Website Blurbs

Attention seniors! Do not let the cost of college keep you from pursuing your goals. There is an abundance of financial aid available in federal, state and college grants, scholarships, low-interest loans, and work-study funding. But you must fill out the FAFSA/TAFSA! This is the first step in receiving any need- or merit-based aid. So get to work on those applications!

If you need help paying for your college applications, find out if you qualify for a fee-waiver by speaking with your counselor or by visiting <http://www.nacacnet.org>!

Marquee Messages:

"Ask your counselor how you can get money for college!"

"Do you qualify for a college app fee-waiver? Ask your counselor!"

Sporting Event Announcements:

"For all the seniors in the stands tonight, as you start applying to colleges, know that you probably won't be paying the actual price listed on a college website. With all the financial aid available, your family may have to pay much less out-of-pocket than you think! Visit the StudentAid.gov or visit your counselor's office for more information!"

"Hi Seniors! As you start applying for college, you may be eligible for application fee-waivers! Visit nacacnet.org or your counselor's office to find out if you qualify!"

Social Media Messages

Twitter:

"You CAN afford college! Learn about the difference between a college's sticker price and the price you actually pay!
tinyurl.com/hxy2duc "

"College grants=money you don't have to repay! Learn more here
<http://tinyurl.com/pcata6e>"

"A bachelor's degree can earn you a million dollars more in your lifetime! Don't let the cost of college stop you!
<http://tinyurl.com/k75berm>"

"College (4-yr, 2-yr, & technical) is affordable! Find out about all the cash out there for you! #FAFSA
<https://studentaid.ed.gov/types:>"

"Paying for college is as easy as 1,2,3—here are 3 important steps to getting financial aid <http://tinyurl.com/l93d26k>"

"Costly college applications got you down? Find out if you qualify for a fee-waiver!
<http://tinyurl.com/hogzccq>"

“Check out how to avoid those costly college application fees!
<http://college.usatoday.com/2012/08/10/how-to-avoid-college-application-fees/>”

“Are you on track to get money for college? Check out this helpful calendar <http://tinyurl.com/qcjcncq>” #FAFSA #TASFA

“Five things undocumented students should know about college! <http://tinyurl.com/m7px8gs> #TASFA”

Facebook:

1) You CAN afford college! Your current financial situation should not stop you from turning your dreams into reality. Most students pay less than their college's published price, thanks to the many forms of financial aid available through FAFSA/TAFSA. Be your own advocate. Learn more about the difference between a college's sticker price and the price you'll actually pay!

Good luck with those applications!

<http://bigfuture.collegeboard.org/pay-for-college/paying-your-share/focus-on-net-price-not-sticker-price>

2) Do NOT let the cost of college keep you from pursuing your dreams; investing in college is worth it! By 2020, 60% of jobs will require a postsecondary credential.

The first step to beginning your journey to a postsecondary degree or certificate is sending in your applications. If you need help paying for your college applications, find out if you qualify for a fee-waiver by speaking with your counselor or visiting <http://www.nacacnet.org>!

THEME 2:

FINANCIAL AID NOVEMBER

If there will be school-specific incentives (homework pass, scholarships, dress down day, etc.) offered to those who attend the Financial Aid workshops, integrate into messaging!

Importance of starting/ submitting financial aid application early/Financial Aid workshop registration

School Morning Announcements/ Website Blurbs

Attention seniors! Do you need money for college? The FAFSA (Free Application for Federal Student Aid) and TASFA (Texas Application for State Financial Aid) are now available to submit.

It's important that you submit your financial aid application as soon as you can to increase your chances of receiving the maximum aid you are eligible for. Even if you are still in the process of applying to colleges or haven't heard back from the schools you have applied to, you should still submit your financial aid application.

If you need help filling out the FAFSA or TASFA, you can receive free one-on-one assistance at one of the Financial Aid workshops happening in [location]. Don't miss out on the chance to have your questions answered by Higher-Ed financial aid experts, obtain guidance on next steps after submitting your FAFSA or TASFA, and gain scholarship search and application information.

Visit [Counselor/Advisor Name] for more information.

Financial aid workshop registration push

School Morning Announcements/ Website Blurbs

Attention seniors! Need help filling out the FAFSA or TASFA? You're in luck! There will be free one-on-one assistance provided at: [Workshop Info]

Don't miss out on the chance to have your questions answered by Higher-Ed financial aid experts, obtain guidance on next steps after submitting your FAFSA or TASFA, and gain scholarship search and application information. FAFSA and TASFA are the only way to find out how much college will really cost.

Marquee Messages:

"Free tax help for eligible families at [insert address]!"

"State financial aid priority deadline is March 15th!"

Host sites: "Attend a Financial Aid workshop on [insert date and time]!"

"We are [insert number of seniors] away from our FAFSA completion goal!"

"[Insert percent of seniors] percent of [insert HS name]'s seniors have filed their FAFSA already. Have you?"

Social Media Messages

Twitter:

"5 reasons to complete the FAFSA, including the fact that it's FREE & gains you access to \$150 billion in Federal aid
<http://tinyurl.com/as49dfk>"

"Get one-on-one, expert assistance submitting your financial aid application at a Financial Aid workshop near you!
#FormYourFuture www.YouCanAffordCollege.org"

"You CAN afford college! Fill out your FAFSA or TASFA to find out how much \$ colleges can offer you #FormYourFuture
(www.YouCanAffordCollege.org)"

"Last year's average Federal Pell grant award was (X,XXX). Submit your FAFSA or TASFA to see how much you can get for college!
#FAFSA #TASFA"

“Last year, about 5,300 low-income Dallas County seniors each left about \$32 million dollars in grant aid on the table by not filing a FAFSA. Don’t let that be you! “

“Need help filing your FAFSA or TASFA? Get one-on-one assistance at a financial aid workshop near you! #FAFSA #TASFA www.YouCanAffordCollege.org

“Need TASFA information? Here’s a quick guide!
<http://tinyurl.com/ze48uoj>”

Facebook:

“Get money for college! The FAFSA—Free Application for Federal Student Aid and TASFA—Texas Application for State Financial Aid are now available. It is very important that you submit your financial aid application as soon as you can to increase your chances of receiving the maximum aid you are eligible for.

If you need help filing your FAFSA or TASFA, visit a Financial Aid workshop near you to get one-on-one assistance from Higher-Ed, financial aid experts and to learn more about next steps after submitting your application and scholarships www.YouCanAffordCollege.org.”

THEME 3:

FAFSA MYTHS

Consolidated FAFSA message

School Morning Announcements

Attention seniors! Many misconceptions surround FAFSA, the Free Application for Federal Student Aid, which explains why only 43% of Dallas County high school seniors completed it in 2016. You may not think they are eligible for financial aid, do not have enough information about how to complete the FAFSA, or think it's too much work. However, those are all not true, so we want to spend some time debunking the myths that surround FAFSA!

Do not let misinformation about the scholarship process keep you from getting the money you need in order to go to college. For more information on FAFSA myths, visit <http://www.understandingfafsa.org/> or visit your counselor's office.

Website/newsletter blurb

Last year, Dallas County high school seniors missed out on at least \$32 million in federal financial aid because they didn't apply. The resources exist, but students need our support to take advantage of this aid.

The first step in the financial process is filling out FAFSA, the Free Application for Federal Student Aid, available at <http://www.fafsa.gov/>. The FAFSA is the **most important form students fill out that can get them money for college**. Filling out the FAFSA is the first step for almost all financial aid—including from the federal and state government, colleges, and many scholarships (including those for fine arts!).

FAFSA is for athletes, too! According to the NCAA, only about 2 percent of high school athletes are awarded athletic scholarships to compete in college. Filling out financial aid forms is critical to make sure students don't lose out on dollars for college.

For everything you'll ever need to know about FAFSA, check out: <http://www.understandingfafsa.org/>.

FAFSA/TAFSA Myths

Myth 1

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #1: "My parents make too much money to qualify for aid."
Fact: You will never know unless you apply. The reality is, the FAFSA opens doors for many types of aid, not just need-based. Colleges want to make sure you've maxed out your federal and state opportunities before awarding institutional funds. Colleges **may not award merit aid and/or scholarships without the completion of the FAFSA.**

For more information regarding FAFSA/TAFSA, drop by the counselors' office or visit: <http://www.understandingfafsa.org/>.

Myth 2

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #2: "FAFSA will force me to take out loans, and I don't want to take out any loans."
Fact: The FAFSA allows colleges to understand how much financial need a student has and does not obligate a student or family to take out loans. It just shows families how much they would be eligible for from the federal government **if they choose to borrow.**

Loans are not the only type of aid offered - students could receive a grant, which does not have to be repaid. If colleges do offer a loan, **students do not have to take the full amount.** Plus, federal loans have many benefits: low interest rates, income-based repayment plans, loan forgiveness, and deferment of payments.

For more information regarding FAFSA/TAFSA, drop by the counselors' office or visit: <http://www.understandingfafsa.org/>.

Myth 3

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #3: "If I fill out FAFSA/TASFA, anyone can see my private financial information."

Fact: **FAFSA/TASFA is confidential.** While FAFSA/TASFA does require a lot of personal information, it will not be used for anything else other than to give students money for college. It's worth it!

For more information regarding FAFSA/TAFSA, drop by the counselors' office or visit: <http://www.understandingfafsa.org/>.

Myth 4

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #4: "Applying is unsafe, and as an undocumented student, I won't get any money anyway."

Fact: The financial aid process is confidential. While undocumented students cannot receive federal money, they can qualify for local, state, and/or private money.

Undocumented students applying to Texas colleges should confirm whether or not the college prefers the Texas Application for State Financial Aid (TASFA) application or a paper FAFSA. The TASFA is available at www.collegeforalltexas.com.

Don't forget If a parent is undocumented but the student is a citizen, the student can still file a FAFSA electronically.

For more information regarding FAFSA/TAFSA, drop by the counselors' office or visit: www.CollegeForAllTexans.com.

Myth 5

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #5: "If my parents fill out FAFSA, they will be required to contribute money to my education."

Fact: There are no strings attached for the FAFSA. Even if your parents do not want to or cannot contribute, they still need to input their financial information.

There are numerous other myths that are untrue, like: "I can only receive financial aid if I attend college full-time." "I cannot get financial aid if I attend a community college or a trade school." "If I have savings, I should not apply." "Only people with good credit can get financial aid."

The bottom line is there is no excuse: seniors should complete a FAFSA or TASFA no matter what! For more information regarding FAFSA/TAFSA, drop by the counselors' office or visit: www.UnderstandingFAFSA.com

Marquee Messages:

"Know the truth behind FAFSA and get money for college!"

Sporting Event Announcements:

"For all the seniors in the stands tonight applying for college, we know there are many rumors out there about FAFSA. You might think your parents make too much money to qualify for aid. You might think FAFSA will force you to take out loans. You might think FAFSA is unsafe. You might think FAFSA is only for full-time college. These are all NOT TRUE. Learn the truth about FAFSA at <http://www.understandingfafsa.org/>."

Social Media Messages

Twitter:

"Think your parents make too much money to qualify for financial aid? Think again! <http://www.understandingfafsa.org/>"

"Don't want to take out any loans? File for FAFSA anyway and chances are you'll be eligible for free money. <http://www.understandingfafsa.org/>"

"Afraid of FAFSA? Don't be! Your information is confidential. <http://www.understandingfafsa.org/>"

“Think FAFSA is only for 4-year colleges? Not true! Learn the facts at <http://www.understandingfafsa.org/>”

Facebook:

“Attention seniors! As you continue to submit your college applications, remember to begin applying for financial aid. Filing FAFSA, the Free Application for Federal Student Aid, is the first step to unlock all different types of financial aid, including federal, state and college grants, scholarships, low-interest loans, and work-study funding. There are many myths surrounding FAFSA: you might think your parents make too much money to qualify for aid. You might think FAFSA will force you to take out loans. You might think FAFSA is unsafe. You might think FAFSA is only for 4-year programs. These are all NOT TRUE. Learn the truth about FAFSA at <http://www.understandingfafsa.org/>.”

THEME 4:

SCHOLARSHIPS MYTHS AND MORE

Consolidated scholarship message

School Morning Announcements

Attention seniors! As you continue submitting your college applications, remember to apply for scholarships. There are countless school-specific, local, state, and national scholarships for students with all types of academic backgrounds and interests. Scholarships combined with other types of aid can significantly reduce the cost of college for you and your family.

Do not let misinformation about the scholarship process keep you from getting the money you need in order to go to college. You do not need a 4.0 or amazing writing skills to receive a scholarship award. For more information on scholarship myths, accessing scholarship resources and the financial aid process, visit www.YouCanAffordCollege.org or visit your counselor's office.

Website/newsletter blurb

Attention seniors! As you continue to submit your college applications, remember to apply for scholarships. There are countless school-specific, local, state, and national scholarships for students with all types of academic backgrounds and interests. Scholarships combined with other types of aid can significantly reduce the cost of college for you and your family.

Here is a list of scholarships you may qualify for: [\[Insert list or www.YouCanAffordCollege.org\]](#)

You can also pick up paper scholarship applications in your counselor's office! Good luck with your applications!

Scholarship Myths

Myth 1

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about scholarships.

Myth #1: "Scholarships are only for students who either have a 4.0, are involved in many extracurricular activities, or play a sport."

Truth: Some scholarships have a minimum G.P.A requirement of 2.5 (or none at all) and most do not have requirements regarding extracurricular activities. But do keep in mind that good grades and involvement in non-academic activities can give you a leg up!

Questions? Drop by the counselor's office.

Myth 2

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #2: "Most scholarship rewards are tiny compared to the cost of college. Applying for scholarships is a waste of my time."

Truth: Let's say a scholarship award is worth \$500 (which is on the low side for scholarships). If you spend 5 hours on the scholarship application and you receive the award, you just made \$100 an hour! That is NOT a waste of time!

Questions? Drop by the counselor's office.

Myth 3

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #3: "My parent(s)/guardian(s) make too much for me to qualify for scholarships."

Truth: There are plenty of scholarships available that do not take into consideration family income. You may not qualify for need-based scholarships, but those are only a piece of the scholarship pie.

Questions? Drop by the counselor's office.

Myth 4

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #4: “My writing skills aren’t good enough to win a scholarship with an essay requirement.”

Truth: Many scholarships require you to write an essay to learn about you, your dreams, and desire to earn the scholarship—not to analyze your sentence structure or use of elegant prose. Just remember to answer the prompt and have someone you trust proofread it to make sure you don’t miss anything.

Questions? Drop by the counselor’s office.

Myth 5

School Morning Announcements/ Website Blurbs

Attention seniors! We know you may have questions about paying for college, so every day this week we are going to debunk a common myth about financial aid.

Myth #5: “I should only search and apply for scholarships during my senior year of high school.”

Truth: First of all, you should search and apply for scholarships starting earlier than your senior year, preferably during your junior year. This way, you have more options and you can spread your scholarship search over a longer period. Second, you should continue to search for scholarships even after your senior year. Whether that’s during your second year at a 4-year college, or second semester at a trade school, there’s always money for you to find and put towards your future!

Questions? Drop by the counselor’s office.

Marquee Messages:

“Get money for college! Apply for scholarships! It’s easier than you think!”

Sporting Event Announcements:

“Even if you aren’t a senior, you can start applying for scholarships! Check out the counselor’s office for paper scholarship applications and other resources that can help you get money for college!”

Social Media Messages

Twitter:

“Scholarships are not just for star-athletes, presidents, and 4.0s! Debunk those scholarship myths and get money for college! (www.YouCanAffordCollege.org)”

“Need money for college? Here are 10 steps to a strong scholarship application! <http://tinyurl.com/nrsksko>”

“Paying for college can be easy if you put the work in. Apply to a Dallas Foundation Scholarship <http://tinyurl.com/a6b8jk9>”

Facebook:

“Attention seniors! As you continue to submit your college applications, remember to begin applying for scholarships. There are countless school-specific, local, state, and national scholarships for students with all types of academic backgrounds and interests. Scholarships combined with other types of aid can significantly reduce the cost of college for you and your family. Check out this link with a list of scholarships you may qualify for, a list of scholarship myths and more information on the financial aid process! (www.YouCanAffordCollege.org)”

THEME 5:

FILE YOUR TAXES EARLY!

Importance of filing your taxes early/free community tax centers

School Morning Announcements/ Website Blurbs

Juniors – do you need money for college? Make sure your parents file their taxes this year. You’ll need them for your financial aid application in October!

If you need help filing your taxes, free community tax centers can help you and your family. The nearest location is at [insert closest location and operating hours]. For more locations and to see if you qualify for the service, visit www.DallasTaxCenters.org.

Also, if you have any questions about the financial aid process, including filing your taxes or whether you qualify for the FAFSA or the TASFA, visit your counselor’s office!

Marquee Messages:

“Parents of juniors. File your taxes on time to make sure the college financial aid process goes smoothly in October!”

“Free tax help for eligible families at (insert address and time)!”

Free tax help www.DallasTaxCenters.org

Social Media Messages

Twitter:

“Learn how filing your taxes early and the IRS data retrieval tool simplify the FAFSA application for you! #FAFSA tinyurl.com/gsh9gc9”

(October 1st) “The FAFSA and TASFA are now available to submit! The countdown begins to the March 15 state priority deadline! #FAFSA #TASFA”

Facebook:

Juniors, think you’ll need money for college? Your first step is to make sure your parents file taxes this year. If you need help, free community tax centers can help you and your family. The nearest location is at [insert closest location and operating hours]. For more locations and to see if you qualify for the service, visit www.DallasTaxCenters.org.

THEME 6: VERIFICATION

State priority deadline/ verification

School Morning Announcements/ Website Blurbs (Before March 15th)

Attention seniors! A submitted FAFSA is not a completed FAFSA. Remember to check your email to ensure everything is complete. If you've been selected for verification, don't worry! This is normal. You'll need to fill out extra documents to finalize your application before colleges can create a financial aid offer letter. You need to download the necessary forms from your college's website and send those in as soon as possible.

Confused? Visit the counselor's office!

After state priority deadline reminder

School Morning Announcements/ Website Blurbs (After March 15th -April)

Attention seniors! Even though the state priority deadline has passed, there is no official cut-off date for the FAFSA or TASFA, but the longer you wait the less likely you are to receive the full aid you're eligible for. That's less money for college.

A submitted FAFSA is not a completed FAFSA, though. Remember to check your email to ensure everything is complete. If you've been selected for verification, don't worry! This is normal. You'll need to fill out extra documents to finalize your application before receiving your award letter. You need to download the necessary forms from your college's website and send those in as soon as possible. It's very important that you complete the verification process in order to receive your financial aid award letter.

Confused? Visit the counselor's office!

Marquee Messages:

Before March 15th deadline: "State financial aid priority deadline is March 15th!"

After March 15th deadline: "It's not too late to sign up for financial aid! Do it NOW!"

"FAFSA verification got you down? See your counselor for help!"

Social Media Messages

Twitter:

"Submit those financial aid applications ASAP! Even though the state priority deadline has passed, you can still receive \$\$! #FAFSA #TASFA"

"Need help filing your financial aid application? Call the FAFSA hotline (1-800-433-3243)/ TASFA hotline (1-888-311-8881)! #FAFSA #TASFA"

"If you're selected for FAFSA verification, remember your financial aid app is NOT complete until you send in the necessary documentation!"

"Selected for FAFSA verification? Turn in necessary documentation before your school's deadline! #FAFSA tinyurl.com/h4u7zsd"

"FAFSA verification is nothing to fear! Ask your high school counselor or check out your college's financial aid website for help! #FAFSA"

Facebook:

(After workshops) Seniors! If you have not submitted your financial aid application, please do so ASAP! Even though the state priority deadline's passed, there's no official cut-off date for the FAFSA or TASFA. However, the longer you wait the less likely you'll receive the full aid you're eligible for.

If you've submitted your financial aid application and been selected for verification, you need to send in the necessary documentation ASAP. Your application is not complete until you do so. If you have any questions, call the college's financial aid office or ask your high school counselor for assistance!

THEME 7:

I KNOW WHAT I OWE

Understanding the financial aid award letter

School Morning Announcements/ Website Blurbs

Seniors – have you received your financial aid offer letters from colleges, yet? Make sure to check your email regularly! It could be there waiting for you. Don't accept the first award letter you receive. Give yourself options.

Need help understanding it? Visit www.UnderstandingFAFSA.org or visit the counselor's office.

Marquee Messages:

"Seniors! Do you know what you owe for college?"

"Seniors! Understand and compare your financial aid offer letters!"
www.UnderstandingFAFSA.org

Sporting Event Announcements:

"Hey Seniors! As many of you start receiving your financial aid offer letters from colleges, make sure you take time to understand how much money you're receiving in aid, what types of aid you're receiving, and how much you'll owe out of pocket! Also, compare your award letters before making any final decisions or deposits. If you have any questions or if you'd like to appeal your award, contact your college's financial aid office. Know what you owe!"

Social Media Messages

Twitter:

"Do you understand your financial aid award letter?"
#IKnowWhatIOwe tinyurl.com/hzew5la"

"Before accepting any college admission offers, compare your financial aid award letters with this tool #IKnowWhatIOwe tinyurl.com/churc7e"

"Taking out student loans to pay for college? Find out which option is best for you #IKnowWhatIOwe tinyurl.com/j834jxm"

"Find out the difference between an unsubsidized and subsidized student loan #IKnowWhatIOwe"

Facebook:

1) "Seniors! Now that most of you have filled out your financial aid applications, you should receive your financial aid award letters soon. It's important you fully understand the different types of aid a college is offering you, how much you and/or your family will have to pay out-of-pocket (if anything), and how much you'll owe when you graduate. Check out the www.UnderstandingFAFSA.org to learn more about student loans, how to compare your financial aid award letters and how to manage your money while you're in school!

Be smart and know what you owe! #IKnowWhatIOwe

<http://www.consumerfinance.gov/paying-for-college/>"

2) "Are you thinking about taking out student loans to pay for college? Take the time to learn about the different types of loans available to you before making your decision. Understanding the different loan repayment options can save you a lot of headaches in the future. #IKnowWhatIOwe
www.UnderstandingFAFSA.org