



ENGAGE STUDENTS, DISCUSS FAFSA, AND REPEAT OFTEN

In order to interest today's teens, you need to have a quick and catchy message that can grab their attention.

ImpactTulsa created a set of branded materials to create a universal awareness campaign to engage the larger community. Although the target audience was high school students, the importance of FAFSA also reached parents/caregivers, relatives, adult students, and the wider community.



GET
OFF
YOUR
FAFSA

The branded campaign included a logo designed as a passport stamp with the tagline "The world is waiting." The idea behind the branding was to highlight that FAFSA is a necessary step for students to explore their postsecondary options the way that passports are needed to access worldwide travel. Also, the memorable tagline "Get Off Your FAFSA" was created and featured on stickers for ease of distribution.

Here are some techniques used to maximize repetitive exposure (customizable examples are available for you to use):

- Creation of specific website that synthesizes information and includes links to easy to use resources such as FAFSATulsa.com
- Purchase web based advertising including sponsored web ads
- Run television commercials and participate in earned media from news outlets
- Usage of social media including Facebook and Twitter, check with your school district communications teams about posting information
- Enlist Brink student advisors who began creating a counselor playbook with messaging geared toward teens
- Post hall posters and give out flyers and, if possible, purchase branded student swag giveaways (e.g., stickers, cell phone wallets, and lanyards)



KEY CALENDAR MONTHLY MILESTONES FOR FAFSA COMPLETION

- **OCTOBER 1st** - FAFSA launches for incoming and returning postsecondary students to fill out the application using the prior-prior year tax return (For example, students entering college in Summer/Fall 2018, can use their parents' 2016 tax return forms)
- **OCTOBER to DECEMBER** is the new optimum FAFSA submission window, deadlines to have a greater chance to access first come, first served sources of financial aid such as limited state-level funding
- **JANUARY and FEBRUARY** is not too late to prepare and host FAFSA February events to continue to remind students who are wrapping up college applications and still need to apply for financial aid
- **MARCH** is another opportunity to market FAFSA using the concept of March Madness which has mass appeal. Be sure to check-in with students who may have been selected for the verification process and need to provide additional documents to verify FAFSA information.
- **MAY and JUNE** are the last chance months to reach students before graduation and when they are excited to participate in senior celebratory activities; it is a great time to incorporate FAFSA reminders.