



Communications Plan

College Goal Sunday | Spring 2024

Situation Analysis

Ivy Tech will take part in College Goal Sunday, a statewide FAFSA filing event. We'll encourage students to participate in order to file the FAFSA, so they're prepared for college.

Strategies

- Postcard
- Email
- Text
- Digital ads
- Social media

Audiences

- [Leads \(Fall 2023, Spring 2024\)](#)
- [Opportunities \(Fall 2023, Spring 2024\)](#)

Tactics & Timeline

Timing	Tactic	Notes
2/6	Mylvy & Concerto graphics	Run 2/6-2/26
2/6	Postcard	
2/6	Email 1	
2/13	Text 1	
2/20	Email 2	
2/19-ish	Social post	
2/24	Text 2	
2/25	College Goal Sunday	

Last year's plan: [College Goal Sunday - Spring 2023](#)



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Postcard

Front:

You're invited to College Goal Sunday!
Join us for Indiana's largest FAFSA filing event

Back:

Don't miss out on College Goal Sunday, the largest FAFSA filing event in the state! Visit a participating Ivy Tech campus near you on **February 25, 2024 from 2-4 p.m. (local time)** to connect with filing experts from across Indiana who can help you complete your FAFSA.

The Free Application for Federal Student Aid (FAFSA) is an important part of the financial aid process. Most schools, like Ivy Tech Community College, use the FAFSA to determine eligibility for many types of financial assistance. Some funding is awarded on a first-come, first-serve basis, so it's important to file your FAFSA as soon as you are able.

Find your closest College Goal Sunday site and learn more about this event at ivytech.edu/collegegoalsunday

MyIvy

Don't miss Indiana's largest FAFSA filing event!
College Goal Sunday: February 25, 2-4 p.m.
Link to: ivytech.edu/collegegoalsunday

Concerto

College Goal Sunday
February 25, 2-4 p.m.
Get help filing your 2024-25 FAFSA
ivytech.edu/collegegoalsunday

Social Post

If you're looking for free expert help filing the FAFSA, join us for College Goal Sunday! Ivy Tech campuses across the state will be open February 25 from 2-4 p.m. to help you complete and submit the 2024-25 FAFSA. Learn more at ivytech.edu/collegegoalsunday

Email 1

Subject: Need help filing your FAFSA?



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You can get free support from financial aid experts from across the state at [College Goal Sunday](#), Indiana's biggest FAFSA filing event! Ivy Tech campuses across the state, as well as other locations, will be open **February 25, 2-4 p.m. (local time)** to help you complete the 2024-25 FAFSA.

Be sure to check ivytech.edu/collegegoalsunday to find your nearest participating location and to learn what you should bring. We hope to see you February 25!

Questions? Contact us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Text 1

Get free expert help filing your FAFSA at College Goal Sunday on February 25 from 2-4 p.m. - ivytech.edu/collegegoalsunday

Email 2

Subject: Indiana's largest FAFSA filing event is this Sunday!

[College Goal Sunday](#) is happening **February 25, 2-4 p.m.!** Don't miss out on this opportunity to get free help filing your Free Application for Federal Student Aid (FAFSA). Financial aid experts will be available at this event to assist you and your family with filing the FAFSA in preparation for the 2024-25 academic year.

Find your nearest participating location, plus info on what you should bring with you at ivytech.edu/collegegoalsunday. If you have any questions or need any help, contact us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Text 2

College Goal Sunday is tomorrow, 2/25! Stop in at a participating campus from 2-4 p.m. to get free expert help filing your FAFSA - ivytech.edu/collegegoalsunday