**FAFSA Filing**

We know that many Ivy Tech and other students qualify for financial aid but do not apply. File the FAFSA is a campaign to increase awareness of the availability of the 2023-24 FAFSA and drive completion of the FAFSA for leads, opportunities and current students.

**FAFSA Filing and T@TT:**

The 22-23 FAFSA opens on October 1st, 2022. The form is available for 2022-2023 at fafsa.gov. On Tuesday, Oct. 4, Ivy Tech Community College will host a special **T@TT** event statewide to promote the importance of filing the FAFSA and filing early.

**SO Comprehensive Strategy:**

* Event Promotion for Tuesday, October 4, 2022
  + Qualtrics and RFI for RSVP
* Updated/Special communications about FAFSA filing
* Drive prospective (leads/opps/high school, etc.) and current students to complete their FAFSA as soon as possible.

**Tactics:**

* [Emails, texts and social post communications](https://docs.google.com/document/d/1dyPAUS2DPN1pFNBmMfw-rc_rUFnLHNkr/edit)
* Email header
* Organic social posts
* 8.5 x 11” flyer
* Landing page – add content on Tuesdays@TheTech webpage
* IvyLearn graphic
* MyIvy graphic
* TV monitor graphic
* Digital ads
* PowerPoint template

Creative is available [here](https://drive.google.com/drive/u/0/folders/1EE2EvQqEfV9a2gc0QIC4rb7-3kqr5oip).