Communications Plan

FAFSA 2023-24 Filing | Fall 2023/Spring 2024

Goals

- Increase number of 2023-24 FAFSA filings

Strategies

- Email
- Text

Audiences

- Fall 2023, Spring & Summer 2024 Opportunities
- Current Students, 2023-24 FAFSA not yet completed
  - Excluding Courses Only, Apprentice & Dual Credit
  - Excluding Terminated SAP Status

Tactics & Timeline

Timing	Tactic	Notes
10/10/23	Email 1	
10/17/23	Text 1	
10/20/23	Fall 2 bill due	
1/4/24	Email 2	
1/9/24	Text 2	
1/12/24	Spring 1 bill due	
2/27/24	Email 3	
3/5/24	Text 3	
3/15/24	Spring 2 bill due	
5/28/24	Email 4	
6/18/24	Text 4	
6/30/24	FAFSA due	

Email 1 - Opps

Subject: File your FAFSA for the 2023-24 school year now!

%%FirstName%%,

Filing your Free Application for Federal Student Aid (FAFSA) is a necessity when thinking about attending college. It's never too early to start planning. Don't wait any longer, file your 2023-24 FAFSA today and learn about your financial aid eligibility.

The FAFSA is used by most colleges, including Ivy Tech Community College, to determine eligibility for many types of financial assistance. Some types of funding are awarded on a first-come, first-serve basis, so it is important to file your FAFSA as soon as you are able. The state priority deadline to file the FAFSA is April 15. Students who file by this date will receive maximum consideration for financial aid.

Complete your FAFSA today by visiting studentaid.gov. Be sure to include Ivy Tech's school code when filing: **009917**

If you have any questions about financial aid offerings at Ivy Tech, reach out to your Financial Aid campus contact by visiting ivytech.edu/financialaid. If you need immediate assistance, call us at 888-IVY-LINE (888-489-5463) or chat with us at ivytech.edu/chat.

Email 1 - Current

Subject: File your FAFSA for the 2023-24 school year now!

%%FirstName%%,

Filing your Free Application for Federal Student Aid (FAFSA) is a necessity when preparing for the next semester. Don't wait any longer, file your 2023-24 FAFSA today and learn about your financial aid eligibility!

The FAFSA is used by most colleges, including Ivy Tech Community College, to determine eligibility for many types of financial assistance. Some types of funding are awarded on a first-come, first-serve basis, so it is important to file your FAFSA as soon as you are able. The state priority deadline to file the FAFSA is April 15. Students who file by this date will receive maximum consideration for financial aid.

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Text 1

Don't miss out on financial aid consideration! Submit the FAFSA at studentaid.gov and include Ivy Tech's school code: 009917

Email 2

Subject: Need assistance paying for college? File your FAFSA!

Hello %%FirstName%%,

Looking for some financial assistance for school? You can still be considered for financial aid by filing the [Free Application for Federal Student Aid (FAFSA)](#)!

Completing the FAFSA allows colleges, like Ivy Tech, to better understand your financial needs and determine your eligibility to receive aid. Any aid you may be eligible for can help you cover your cost of attendance. The state priority deadline is April 15, so file soon to make sure you receive maximum consideration for financial aid.

To have your FAFSA sent to Ivy Tech, be sure to include our school code, **009917**, when filing.

If you have any questions about financial aid offerings at Ivy Tech, don't hesitate to reach out to your Financial Aid campus contact and find more information online at [ivytech.edu/financialaid](#).

Text 2

Remember: file the FAFSA for full financial aid consideration. Include Ivy Tech's school code: 009917, and file today at studentaid.gov

Email 3

Subject: Don't let money get in your way – File the FAFSA now!

%%FirstName%%,

Don't let finances keep you from reaching your goals. File your [Free Application for Federal Student Aid (FAFSA)](#) today to set yourself up for financial success!

If you plan on applying for financial aid like grants or loans, you need to file the FAFSA. Colleges use the FAFSA to determine your eligibility for financial assistance, so it's important you file so you have the chance to be considered for these opportunities. The state priority deadline to file the FAFSA is April 15. Visit studentaid.gov to learn more about the FAFSA and how you can easily file online.

To have your FAFSA sent to Ivy Tech, be sure to include our school code: **009917**.

If you have any questions about financial aid offerings at Ivy Tech, don't hesitate to reach out to your Financial Aid campus contact at ivytech.edu/financialaid.

Text 3

Don't miss out on financial aid consideration! Submit the FAFSA at studentaid.gov and include Ivy Tech's school code: 009917

Email 4

Subject: There's only one month left to file your FAFSA!

<<%%FirstName%%>>,

The deadline to file your Free Application for Federal Student Aid (FAFSA) for 2023-24 is just a month away. Don't delay any longer, file now!

To ensure your FAFSA is sent to Ivy Tech Community College, be sure to include our school code: **009917**. If you are eligible, you can receive aid to help pay for school and take some weight off your shoulders. The federal deadline to file the FAFSA is June 30, but don't wait, file your FAFSA today at studentaid.gov.

If you have any questions about financial aid offerings at Ivy Tech, don't hesitate to reach out to your Financial Aid campus contact at ivytech.edu/financialaid.

Text 4

File the FAFSA today for full financial aid consideration at Ivy Tech. Use school code 009917 and file before the 6/30 deadline at studentaid.gov