



# COMMUNICATIONS PLAN

## FAFSA // SPRING 2023

**GOAL**

- Increase number of 2023-24 FAFSA filings for Ivy Tech Community College

**AUDIENCES**

- Fall 2022, Summer 2023 & Spring 2023 Opportunities (Email, Text, and Calls) ([IvyConnect Report](#))
  - 2023-24 FAFSA not yet completed
  - Applied to College
- Current students, excluding those who have a 2023-24 FAFSA on file & ineligible students (Emails, direct mail piece, IvyLearn notification, IvyMobile pushes) ([IC Report](#))
  - Registered Spring 2022 students, excluding Courses Only, Apprentice, & Dual Credit students
  - Excludes Terminated SAP Status

**TACTICS AND TIMELINE**

TIMING	TACTIC	MESSAGE
Tuesday, February 7	Project start	
Tuesday, February 7	Email	General FAFSA
Tuesday, February 21	IvyMobile Push	General FAFSA
Tuesday, February 21	IvyLearn Notification	Registration opens in March
Friday, February 24	Postcard/ mailing	Registration opens in March
Tuesday, March 7	Email	General FAFSA
Friday, March 10	IvyMobile Push	General FAFSA
Tuesday, March 14	Email	General FAFSA
Monday, March 21	Email	General FAFSA
Tuesday, April 4	IvyMobile Push	General FAFSA
Thursday, April 6	Call	State deadline approaching
Tuesdays, April 11	Email	General FAFSA
Thursday, April 15	Text	State deadline today!
Tuesday, April 25	Email	General FAFSA
Tuesday, May 2	IvyMobile Push	General FAFSA
Tuesday, May 9	Email	General FAFSA
Tuesday, May 16	Text	General FAFSA
Tuesday, May 23	Email	General FAFSA



Tuesday, June 6	Email	General FAFSA
Tuesday, June 13	IvyMobile Push	General FAFSA
Tuesday, June 20	Call	General FAFSA
Tuesday, June 27	Email	General FAFSA

## CONTENT

### Email- February 7:

Subject: File your FAFSA for the 2023-2024 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 2023-2024 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 the [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](#) from 7 a.m. to 1 a.m. (ET).

### IvyMobile Push- February 21:

If you haven't filed your Free Application for Federal Student Aid (FAFSA) yet, be sure to do so...today! Filing by the April 15 priority deadline will ensure you receive maximum consideration for financial aid for 2023-24 aid year. Visit <https://studentaid.gov/> to get started.

### IvyLearn Notification- February 21:

Get ready to secure your spot in the classroom and set your future in motion! Registration for summer and fall 2023 courses opens March 20. Before you register, be sure you're fully prepared for the 2023-2024 school year by filing your Free Application for Federal Student Aid (FAFSA) to be considered for financial aid.

### Postcard- February 24:



*Get ready to secure your spot in the classroom and set your future in motion! (Verbiage to appear on front of card)*

*Registration for summer and fall courses opens March 20. We want to make sure you have everything you need to walk into your first day of classes comfortable and confident. A major key in feeling prepared is the assurance that you have a financial plan set in place to manage your cost of attendance. You can take the first steps to building this plan by filing your Free Application for Federal Student Aid (FAFSA) for the 2023-2024 school year.*

*The FAFSA is used by most colleges, including Ivy Tech, 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 priority date to file the FAFSA is April 15. Students who file by this date will receive maximum consideration for financial aid. You can learn more about the FAFSA process and file online at [studentaid.gov](https://studentaid.gov).*

*Visit [ivytech.edu/financialaid](https://ivytech.edu/financialaid) for campus contact information.*

**Email- March 7:**

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

<<%%FirstName%%>>,</p></div><div data-bbox="111 531 872 567" data-label="Text"><p>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!</p></div><div data-bbox="111 589 883 684" data-label="Text"><p>Have you ever heard of things like grants or loans? The FAFSA is how colleges are able to determine your eligibility for these, and other types of financial assistance, which can help you pay for school. It is important to file your FAFSA so that you have the chance to be considered for these opportunities. The state priority deadline to file the FAFSA is April 15. Visit [studentaid.gov](https://studentaid.gov) to learn more about the FAFSA and how you can easily file online.</p></div><div data-bbox="111 706 702 723" data-label="Text"><p>To have your FAFSA sent to Ivy Tech, be sure to include our school code: **009917**.</p></div><div data-bbox="111 745 853 781" data-label="Text"><p>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](https://ivytech.edu/financialaid).</p></div><div data-bbox="111 803 318 820" data-label="Section-Header"><p><b>IvyMobile Push- March 10:</b></p></div><div data-bbox="111 822 875 879" data-label="Text"><p>Don't miss your chance! File your Free Application for Federal Student Aid (FAFSA) by April 15, the state priority deadline, to ensure you receive maximum consideration for financial aid for the 2023-2024 school year. Visit [studentaid.gov](https://studentaid.gov) to get started!</p></div><div data-bbox="630 917 889 936" data-label="Page-Footer"><p>Marketing & Communications | 3</p></div>



**Email- March 14:**

Subject: The FAFSA state priority deadline is just one month away!

<<%%FirstName%%>>,>

Stay ahead of the game by filing your Free Application for Federal Student Aid (FAFSA) today!

The state priority deadline to file the FAFSA for the 2023-2024 school year is just one month away, April 15. Students who file by this date will receive maximum consideration for many types of financial aid, like grants and loans. You can learn more and file your FAFSA online at [studentaid.gov](https://studentaid.gov).

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](https://ivytech.edu/financialaid).

**Email- March 21:**

Subject: Don't delay! File the FAFSA today!

<<%%FirstName%%>>,>

The state priority deadline to file your Free Application for Federal Student Aid (FAFSA) is less than a month away, but you don't have to wait...you can file today!

The information you submit on the FAFSA is used by colleges, including Ivy Tech, 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 by the April 15 state priority deadline to receive maximum consideration. Easily file your FAFSA online by visiting [studentaid.gov](https://studentaid.gov).

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](#).

**IvyMobile Push- April 4:**

The state priority deadline for filing your Free Application for Federal Student Aid (FAFSA) is quickly approaching. Filing by the April 15 deadline will ensure you receive maximum consideration for financial aid for the 2023-2024 school year. Visit <https://studentaid.gov/h/apply-for-aid/fafsa> to get started!



**Call Script- April 6:** (Agentless)

“Hello! My name is \_\_\_\_ and I am calling from Ivy Tech Community College. I’m calling to let you know the state priority deadline to file your FAFSA for the 2023-2024 school year is April 15, which is right around the corner! The FAFSA is used by colleges, including Ivy Tech, to determine your eligibility for financial assistance. Filing by April 15 will ensure you receive maximum consideration for financial aid, so it is very important to get this completed. You can find more information and file your FAFSA online at [studentaid.gov](http://studentaid.gov). If you have specific questions about Ivy Tech offerings you can call us at 888-IVY-LINE. That’s 888-489-5463 or chat with us online at [IvyTech dot edu slash chat](http://IvyTech.edu/chat). Have a great day!”

**Email - April 11:**

Subject: The FAFSA deadline is this week!

<<%%FirstName%%>>,>

The state priority deadline to file your Free Application for Federal Student Aid (FAFSA) is just days away! Don’t miss your opportunity to be considered for financial aid. File by April 15 to receive maximum consideration.

Filing your FAFSA is important because it will be used by the colleges in which you apply to determine your eligibility for financial assistance. This can help cover your cost of attendance. Even if you don’t think you will be eligible for aid, it’s a good idea to file anyway, so that colleges have a better understanding of your financial needs.

File your FAFSA by **Saturday, April 15**, to receive maximum consideration. You can file easily online by visiting: [StudentAid.gov](http://StudentAid.gov). 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 by visiting [ivytech.edu/financialaid](http://ivytech.edu/financialaid).

**Text- April 15:**

Today is the state priority deadline to file your FAFSA! Don’t miss your chance to receive maximum consideration for financial aid. File now! [studentaid.gov](http://studentaid.gov)

**Email- April 25:**

Subject: There is still time to file your FAFSA for the 2023-2024 school year!

<<%%FirstName%%>>,>

Haven’t filed your Free Application for Federal Student Aid (FAFSA) yet? Don’t worry there’s still time!



The FAFSA is used by most colleges, including Ivy Tech, to determine eligibility for many types of financial assistance, such as grants and loans. The federal deadline to file the FAFSA for the 2023-2024 school year is June 30. Be sure to get your FAFSA submitted by this date to be considered for financial aid. You can file your FAFSA online by clicking [this link](#).

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 and find more information online on our website at [ivytech.edu/financialaid](http://ivytech.edu/financialaid).

**IvyMobile Push- May 2:**

Haven't filed your Free Application for Federal Student Aid (FAFSA) yet? No worries, there's still time! File by June 30 to ensure you receive consideration for financial aid for the 2023-2024 school year.

**Email- May 9:**

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 federal deadline to file the FAFSA is June 30, so be sure to get your FAFSA submitted by this date to be considered. You can file your FAFSA online by clicking [this link](#).

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](http://ivytech.edu/financialaid).

**Text-May 16:**

There's still time to apply for financial aid by filing the 2023-24 Free Application for Federal Student Aid (FAFSA). Visit [studentaid.gov](http://studentaid.gov) today!

**Email- May 23:**

Subject: The priority FAFSA filing deadline is quickly approaching!



<<%%FirstName%%>>,</p></div>

Don't wait any longer to secure your future and set yourself up for financial success. File your Free Application for Federal Student Aid (FAFSA) now!

The information you report on your FAFSA is used by colleges to determine your financial need and eligibility to receive assistance. The filing deadline is June 30, so there's no time to waste! File your FAFSA now to get maximum consideration for financial aid. You can learn more and file online at [studentaid.gov](http://studentaid.gov).

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 and find more information online at [ivytech.edu/financialaid](http://ivytech.edu/financialaid).

**Email- June 6:**

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

<<%%FirstName%%>>,</p></div>

The deadline to file your Free Application for Federal Student Aid (FAFSA) 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](http://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](http://ivytech.edu/financialaid).

**Email- June 9:**

Subject: The FAFSA deadline is quickly approaching...

Hello %%Firstname%%,</p></div>

Your last chance to file the Free Application for Federal Student Aid (FAFSA) is quickly approaching and you don't want to miss it. File today!

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The U.S. Department of Education's office of Federal Student Aid provides more than \$120 billion in financial aid to help pay for college or career school each year! Be a part of this number and file your FAFSA now in order to be considered. The federal deadline to file for the 2023-24 school year is June 30. Even if you don't think you will be eligible for aid, it's a good idea to file anyway so that colleges have a better understanding of your financial needs.

To have your FAFSA sent to Ivy Tech, be sure to include our school code, **009917**. Visit [studentaid.gov](https://studentaid.gov) today to get started.

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 at [ivytech.edu/financialaid](https://ivytech.edu/financialaid).

**IvyMobile Push- June 13:**

The federal deadline to file your Free Application for Federal Student Aid (FAFSA) is coming up on June 30, so don't delay! File now to ensure you receive consideration for financial aid for the 2023-2024 school year. Visit [studentaid.gov](https://studentaid.gov) to get started.

**Call Script- June 20:**

"Hello. My name is \_\_\_\_ and I am calling from Ivy Tech Community College. We wanted to give you a call to remind you that the federal deadline to file your FAFSA for the 2023-2024 school year is coming up on June 30. The FAFSA is used by colleges, including Ivy Tech to determine your eligibility for financial assistance. Filing by June 30 will ensure you receive consideration for financial aid, so it is very important you get this completed. You can find more information and file your FAFSA online at [studentaid.gov](https://studentaid.gov). If you have specific questions about Ivy Tech offerings you can call us at 888-IVY-LINE. That's 888-489-5463 or chat with us online at [IvyTech dot edu slash chat](https://IvyTech.edu/chat)."

**Email- June 27:**

Subject: Hurry, this is your last chance to file the FAFSA!

Hello \_\_\_\_\_,

Hurry! This is the last week you can file your Free Application for Federal Student Aid (FAFSA) before the federal deadline.

The FAFSA is used by most colleges, including Ivy Tech, to determine eligibility for many types of financial assistance. If you are interested in receiving things like grants or loans, this application is what you need! The federal deadline to file the FAFSA is *next Friday, June 30*. This week is your last chance to be considered for financial aid. Don't let the opportunity pass. File your FAFSA now by visiting [studentaid.gov](https://studentaid.gov).





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 visit [ivytech.edu/financialaid](https://ivytech.edu/financialaid).