



Communications Plan

FAFSA Deadline | Spring 2024

Situation Analysis

The state deadline for the 2024-25 FAFSA is April 15, 2024.

Goals

- Increase number of 2024-25 FAFSA filings for Ivy Tech Community College
- Increase number of 2024-25 FAFSA filings for State deadline of 4/15/2024

Audiences

- [Spring 2024 Opportunities](#)
- [Current students](#)
 - Registered Spring 2024 (on or after March 18) students, excluding Courses Only, Apprentice, & Dual Credit students
 - Excludes Terminated SAP Status

Tactics & Timeline

Timing	Tactic	Notes
3/5	Text 1	
3/12	Email 1	
3/19	Email 2	
3/26	Mylvy Push	
3/26	Mylvy Announcement	
4/2	Email 3	
4/9	Anthology Call	
4/15	Text 2	
5/7	Email 4	
5/14	Text 3	



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MyIvy Push

Remember: file your Free Application for Federal Student Aid (FAFSA) by April 15 to receive maximum financial aid consideration for the 2024-2025 year. Visit studentaid.gov to get started.

MyIvy Announcement

File your 2024-2025 FAFSA before April 15

Indiana's priority deadline for the 2024-2025 Free Application for Federal Student Aid (FAFSA) is April 15. File your application as soon as you can to receive maximum consideration for financial aid.

Text 1

Don't forget to file your Free Application for Federal Student Aid (FAFSA)! Filing by 4/15 guarantees you'll receive maximum financial aid consideration for the 2024-2025 year. Visit studentaid.gov to get started.

Email 1

Subject: File your FAFSA for 2024-2025 now!

The state priority deadline for the [Free Application for Federal Student Aid \(FAFSA\)](#) is **April 15**. Don't wait—file your FAFSA today and learn about your financial aid eligibility for 2024-2025!

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's important to file your FAFSA as soon as you are able. By filing before the state priority deadline, you can receive maximum consideration for financial aid.

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

To learn more about financial aid offerings at Ivy Tech, visit ivytech.edu/financialaid. If you have any questions, call us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 2

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

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!



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If you're planning on applying for any financial aid like scholarships, grants, or loans for the 2024-2025 school year, then filing the FAFSA is an important step. Colleges use the FAFSA to determine your eligibility for financial assistance, which can help you pay for school. The state priority deadline to file the FAFSA is **April 15**, so don't wait to complete the application!

When you file, remember to use Ivy Tech's school code: **009917**.

[FILE YOUR FAFSA BUTTON](#)

You can learn more about Ivy Tech's financial aid offerings and get help with the FAFSA at ivytech.edu/financialaid. If you have any questions, don't hesitate to reach out to us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Email 3

Subject: The FAFSA deadline is almost here!

The state priority deadline to file your [Free Application for Federal Student Aid \(FAFSA\)](#) is only a couple weeks away. Don't miss out on financial aid opportunities—**file by April 15 to receive maximum consideration**.

The FAFSA is an important part of the financial aid process. Colleges, including Ivy Tech, use information from this application to determine your eligibility for financial assistance. Even if you don't think you'll be eligible for aid, it's a good idea to file anyway so colleges have a better understanding of your financial needs.

Don't wait, visit studentaid.gov and file your FAFSA today! And remember to include Ivy Tech's school code: **009917**.

If you have any questions about the FAFSA or Ivy Tech's financial aid offerings, visit ivytech.edu/financialaid. You can also contact Ivy Tech any time by calling 888-IVY-LINE (888-489-5463) or visiting ivytech.edu/chat.

Anthology Call

Hello, this is Ivy Tech Community College calling to remind you that the state priority deadline to file your FAFSA for the 2024-2025 school year is April 15. The FAFSA is used by colleges like Ivy Tech to determine your eligibility for financial assistance. Filing by April 15 will ensure you receive maximum consideration for financial aid, so it's very important you get this completed. You can find more information and file online at Student Aid dot gov. If you have any questions about Ivy Tech's financial aid, call us at 888-IVY-LINE or chat with us online at Ivy Tech dot edu slash chat. Have a great day!



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Text 2

The state priority deadline for the FAFSA is TODAY (4/15)! Don't miss out on maximum financial aid consideration for the 2024-2025 school year. File now: studentaid.gov

Email 4

Subject: Get ready for Fall Term: File your FAFSA now!

Filing your [Free Application for Federal Student Aid \(FAFSA\)](#) is a necessity when preparing for college. Don't wait any longer—file your 2024-2025 FAFSA today and learn about your financial aid eligibility!

Ivy Tech uses the FAFSA to determine your eligibility for many types of [financial assistance](#), like scholarships and grants. Some types of funding are awarded on a first-come, first-serve basis, so it's important to file your FAFSA as soon as you are able.

File your FAFSA today! And remember to use Ivy Tech's school code: **009917**.

[FILE YOUR FAFSA BUTTON](#)

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

Text 3

Have you filed your Free Application for Federal Student Aid (FAFSA) for the 2024-2025 school year yet? Visit studentaid.gov to get started!