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COMMUNICATIONS PLAN

FAFSA // SPRING 2023

GOALS

- Increase number of 2023-24 FAFA filings
- Educate students on the benefits of filing early

STRATEGIES

- Taglines:
  - The FAFSA isn't just for the Pell Grant: Unlock your educational future now by filing the FAFSA!
  - The FAFSA isn't just for the Pell Grant: Unlock your educational Possibilities/opportunities now by filing the FAFSA!
  - The FAFSA isn't just for the Pell Grant: Unlock your financial aid opportunities mow by filing the FAFSA!

AUDIENCES

- Leads (Fall '22 and Spring '23)
- Opportunities (Fall '22 and Spring '23)
- Current students who do not have a FAFSA on file (list provided by Financial Aid)

TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
November 15	Spring ITCC Email	Leads/Opps, NFT and continuing students
November 22	Spring Personal Email	NFT and continuing students
November 29	Text	File FAFSA for Spring (weekly bills go out 11/30)
December 6	Postcard	Benefits of filing FAFSA-NFT and continuing students (Enrolled)
December 13	IvyMobile Push	File FAFSA for Spring
January 3-23	My Ivy/IvyLearn	General FAFSA
January 3	Email	Leads/Opps, NFT and continuing students
January 6	Social Media	General FAFSA
January 6	Text	File FAFSA for Spring (payment deadline)
January 10	Email	General FAFSA Enrolled

CONTENT

Email (Sent to Ivy Tech Email Address in Marketing Cloud)
Subject: File your FAFSA today!

Pre-header: It's for more than just the Pell Grant.
Body:
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. A FAFSA is more than just a Pell Grant!

You can 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](). If you need immediate assistance, call us at 888-IVY-LINE (888-489-5463) or [chat with us]() online from 7 a.m. to 1 a.m. (ET).

Email (Sent to Personal Email Address in Delivra)
Subject: File your FAFSA today!
Pre-header: It's more than just the Pell Grant.
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Text
The 2023-24 FAFSA is available now! File today to ensure you receive maximum consideration for financial aid. [studentaid.gov]()

Postcard
Front: File Your FAFSA Today!
Pre-header: A FAFSA is more than the Pell Grant.

Back:
%%Firstname%%,

Whether you think you have financial need or not, filing a FAFSA is the single most important thing you can do to get money for college. With more than $150 billion in college grants, work-study funds, and federal student loans, plus some state-based aid on the table, it's worth your time to complete the FAFSA application. FAFSA funds are awarded on a first-come, first serve basis, so it's important to file as soon as you are able. After filing your FAFSA, Ivy Tech will be able to tell you which scholarships and grants you could receive as well as how much money you can borrow in student loans.

To get started, visit studentaid.gov. If you have questions along the way, feel free to reach out to an Ivy Tech financial aid expert. Learn more at ivytech.edu/financialaid

IvyMobile
Get ahead of the game and file your Free Application for Federal Student Aid (FAFSA) today! Visit studentaid.gov to get started. Need help filing? Visit us on campus for Tuesdays@TheTech to receive one-on-one personalized support. Visit ivytech.edu/tuesdays to learn more.

MyIvy/IvyLearn Announcement
The Free Application for Federal Student Aid (FAFSA) for the 2023-24 academic year opened on October 1. Stay ahead of the game and prepare now so you can file as soon as it opens! 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. Visit studentaid.gov to get started. Be sure to include Ivy Tech's school code when filing: **009917**

Email
Subject: File your FAFSA. It's more than just the Pell Grant.
Pre-header: Click to learn more!
Body:
Haven't filed your Free Application for Federal Student Aid (FAFSA) yet? No need to worry, get started today but visiting studentaid.gov.

The FAFSA is used by most colleges, including Ivy Tech, to determine eligibility for many types of financial assistance, such as grants and loans. It is also important to note that many scholarships take financial need into consideration, so it's equally as important to file if you are interested in receiving any scholarships. 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.

Social Media (Facebook, Twitter, Instagram)
Filing your FAFSA allows Ivy Tech to be able to tell you which scholarships and grants you could receive. It's a necessity when thinking about attending college, and it's never too early to start planning. The FAFSA for the 2023-24 academic year is open now! File today to receive maximum consideration for financial aid. studentaid.gov

Text
Filing a FAFSA isn't just available for those who might qualify for the Pell Grant. Unlock your educational future by filing the FAFSA now! Visit studentaid.gov to get started.

Email
Subject: Don't let money keep you from achieving your dreams.
Pre-header: File your FAFSA today!
Body:

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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!

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. 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.