



# Communications Plan

FAFSA 2024-25 Filing | Fall 2024-Spring 2025

## Goals

- Increase number of 2024-25 FAFSA filings

## Strategies

- Email
- Text
- Social media
- Digital ad campaign

## Audiences

- [Opportunities w/out FAFSA](#)
- [Current Students, 2024-25 FAFSA not completed](#)

## Tactics & Timeline

Timing	Tactic	Notes
5/7	Email 1	
5/14	Text 1	
May	Social Post	
6/4	Email 2	
6/11	Text 2	
fall 1 start		
fall 1 start		

Last year's comms: [w FAFSA 2023-24 Filing.docx](#)



# Communications Plan

FAFSA 2024-25 Filing | Fall 2024-Spring 2025

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## Email 1

### Opportunities

Subject: Get ready for Fall Term: File your FAFSA 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 2024-25 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 aid](#) like scholarships and grants. 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. Be sure to include Ivy Tech's school code when filing: **009917**.

[FILE YOUR FAFSA BUTTON](#)

#### Did you already submit your FAFSA to another school?

You do not need to file again! Instead, log back into your Federal Student Aid account and add our school code (again, that's **009917**) to your FAFSA.

If you have any question, join us for a [FAFSA Filing event](#) at your local campus! Or, contact us any time at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](https://ivytech.edu/chat).

### Current Students

Subject: Get ready for Fall Term: File your FAFSA 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 2024-25 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 aid](#) like scholarships and grants. Some types of funding are awarded on a first-come, first-served basis, so it is important to file your FAFSA as soon as you are able. Be sure to include Ivy Tech's school code when filing: **009917**.

[FILE YOUR FAFSA BUTTON](#)

If you have any questions, join us for a [FAFSA filing event](#) at your local campus! Or, contact us any time at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](https://ivytech.edu/chat).



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## Text 1

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

## Social Post

Having trouble filing your 2024-25 FAFSA? Ivy Tech is here to help! We're hosting FAFSA filing events all over the state, so you can get personalized support throughout the process. You can learn more at [ivytech.edu/fafsa](https://ivytech.edu/fafsa)

## Email 2

Subject: 81% of Ivy Tech grads finish debt-free, NAME. Learn how!

Preheader: File your 2024-25 FAFSA today

Did you know that four out of five Ivy Tech students graduate without any debt? You could be one of them! File the [Free Application for Federal Student Aid \(FAFSA\)](#) to save even more money on your degree or certificate.

Completing the FAFSA allows 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, and resources like grants and scholarships don't have to be paid back!

To have your FAFSA sent to Ivy Tech, be sure to include our school code, **009917**, when filing. **Did you already submit your FAFSA to another school?** You don't have to file again! Instead, log back into your [Federal Student Aid account](#) and add our school code (again, that's **009917**) to your FAFSA.

[FILE YOUR FAFSA BUTTON](#)

Questions? We're hosting [FAFSA filing events](#) across the state to offer personalized support. Or, contact us any time at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](https://ivytech.edu/chat).

## Text 2

Remember: file the FAFSA to get full financial aid consideration! Visit [ivytech.edu/fafsa](https://ivytech.edu/fafsa) for helpful tips and info about upcoming FAFSA filing events

## Email 3

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



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

Receiving [financial aid](#) like grants and loans starts with filing your FAFSA. Ivy Tech uses your FAFSA to determine what types of aid you're eligible for, so it's important you file yours as soon as possible. Make sure you include Ivy Tech's school code when you file: **009917**.

Some types of funding are awarded on a first-come, first-served basis, so don't wait!

[FILE YOUR FAFSA BUTTON](#)

If you have any questions, join us for a [FAFSA filing event](#) at your local campus! Or, contact us any time at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](https://ivytech.edu/chat).

## Extra Email

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](#)

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