



Communications Plan

FAFSA 2024-25 Filing & Deadline | Fall 24-Spring 25

Goals

- Increase number of 2024-25 FAFSA filings

Strategies

- Email
- Text
- Social media
- [Digital ad campaign](#)

Audiences

- [SO Opps no FAFSA 24-25](#)
- [SO Curr Stu no FAFSA 24-25](#)

Tactics & Timeline

Timing	Tactic	Notes
5/7	Email 1	
5/14	Text 1	
May	Social Post	
6/4	Email 2	
6/11	Text 2	
7/30	Text 3	
8/6	Email 3	
8/16	Fall 1 bill due	
10/18	Fall 2 bill due	Will highlight FAFSA in Oct. Start comms, but focus will be on 25-26 FAFSA opening at this time
11/12	Email 4	
11/26	Text 4	
12/1	Spring 1 priority deadline	



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1/21	Email 5	
1/28	Text 5	
2/1	Spring 2 priority deadline	
4/22	Text 6	
4/29	Email 6	
5/1	Summer priority deadline	
6/30	FAFSA deadline	



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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 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.

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.



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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 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

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 college 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.

Text 2

Remember: file the FAFSA to get full financial aid consideration! Visit ivytech.edu/fafsa for helpful tips and info about upcoming Ivy Tech FAFSA filing events

Email 3

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



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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 us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

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

NAME,

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!

Receiving [financial aid](#) like grants and loans starts with filing your FAFSA. Ivy Tech also uses that information 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!

[Button]: [File Your FAFSA](#)

If you have any questions, call us anytime at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. Or, visit your local campus for [Tuesdays@TheTech](#) for personalized assistance with completing the application.

Text 4

Ready for spring classes at Ivy Tech? Don't forget to file your 2024-25 FAFSA and use Ivy Tech's school code: 009917! Get started at studentaid.gov



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Email 5

Opps

Subject: Get ready for March classes by filing your FAFSA!

Preheader: File the 2024-25 FAFSA for financial aid eligibility

Planning on applying for financial aid? Don't forget to file the 2024-25 [Free Application for Federal Student Aid \(FAFSA\)](#)! 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 us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat. Or, visit your local campus for Tuesdays@TheTech to receive in-person assistance with the process.

Current Students

Subject: Get ready for March classes by filing your FAFSA!

Preheader: File the 2024-25 FAFSA for financial aid eligibility

Planning on applying for financial aid? Don't forget to file the 2024-25 [Free Application for Federal Student Aid \(FAFSA\)](#)! 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 us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat. Or, reach out to your [Financial Aid contact](#) for personalized assistance.

Text 5

Don't miss out on the chance to receive financial aid for spring classes! File the 2024-25 FAFSA to find out what you're eligible for: studentaid.gov/fafsa



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Text 6

Make sure you're ready for summer term by filing the 2024-25 FAFSA! It's not too late for financial aid consideration: studentaid.gov/fafsa

Email 6

Subject: Don't miss out on financial aid consideration, NAME!

Preheader: File the 2024-25 FAFSA to qualify for financial aid this summer

Save money this summer by filing the [2024-25 FAFSA](#)! Ivy Tech will use your FAFSA application to evaluate your financial need and determine how much federal aid, state aid, and aid from Ivy Tech you are eligible to receive. Even if you aren't sure if you'll qualify, completing the FAFSA can still open up other opportunities for you.

To ensure Ivy Tech receives an electronic copy of your FAFSA, include the school code when filing: **009917**.

[Button]: [File Now](#)

Questions? Visit our financial aid page to learn more about scholarship opportunities and next steps. Or, contact us anytime at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.