“FAFSA first” Campaign Newsletter/Website Template Copy

*Instructions: Customize this copy for your school district/school by updating the highlighted portions below. A short and long version of the copy is available below, depending on the amount of space/words allowed.*

Short Version:

Headline: [School/District name] students and parents, apply for FAFSA today!

Copy:



[insert campaign logo]

**FAFSA, the Free Application for Federal Student Aid, is now available for the 2017-2018 school year.** Every high school senior who plans to attend college or career school must complete the FAFSA to be eligible for any federal financial aid (grants, work-study and loans). Many colleges and career schools also use the FAFSA to determine additional financial aid awards, such as state grants and private scholarships. **Apply early!** Some of this money is awarded on a first-come, first-served basis and colleges and career schools have varying priority filing deadlines. For more information about FAFSA and helpful resources, visit [www.FAFSAfirst.org](http://www.FAFSAfirst.org).

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Long Version:

Headline: [School/District name] students and parents, apply for FAFSA today!

Copy:

**FAFSA, the Free Application for Federal Student Aid, is now available for the 2017-2018 school year.** In order to be eligible to receive any federal financial aid, all high school seniors planning on pursuing college or career school must file their FAFSA. Each year, the federal government provides more than $150 billion in financial aid, which includes grants, work-study and loans, for college or career school. Many colleges and career schools also use the FAFSA to determine additional financial aid awards, such as state grants and private scholarships.

**New FAFSA changes**

****There are two important changes to the FAFSA that affect high school seniors this year applying for college or career school:

[insert campaign logo]

1. The timeline for FAFSA has been moved up: it is now available to be submitted for the 2017-2018 school year. (In previous years, FAFSA was not available to file until Jan. 1 of the calendar year students planned to attend college or career school.)
2. FAFSA for the 2017-2018 school year can now be submitted using 2015 tax return information. This means you should already have the required tax information handy for the application. You can even import this information directly from the IRS Data Retrieval Tool online into your FAFSA. This will make the process easier and quicker.

**Apply early!**

Even if you aren’t sure yet where you will attend college or career school, don’t wait to file your FAFSA. By submitting your FAFSA earlier, you will receive financial aid award offers from the schools you are considering sooner, and make smarter decisions about college or career school affordability.

For more information and helpful resources, visit [www.FAFSAfirst.org](http://www.FAFSAfirst.org).