“FAFSA first!” Campaign E-Blast Template Copy

*Instructions: Customize this email copy for your school by updating the highlighted portions below.*

Email Headline: Important FAFSA information for high school seniors

Email Copy:

Dear [insert high school name] Senior Parents,

[insert campaign logo]

**FAFSA, the Free Application for Federal Student Aid, is now available for the 2017-2018 school year.** Now is the time your high school senior starts considering where to apply for college or career school next year. FAFSA is a crucial part of the college/career school application and decision-making process. In order to be eligible to receive any federal student financial aid, all graduating seniors planning on pursuing college or career school must file their FAFSA – and they will need your help to complete the application.

**New FAFSA changes**

There are two important changes to the FAFSA this year that affect high school seniors:

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 that 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.

By submitting the FAFSA earlier, you will be able to receive financial aid award offers sooner from the schools you are considering, and make smarter decisions about college or career school affordability.

**Apply early!**

In addition to federal student financial aid, which represents more than $150 billion in grants, work-study and loans, many colleges and career schools use the FAFSA to determine additional financial aid awards, such as state grants and private scholarships. Some of this money is awarded on a first-come, first-served basis and colleges and career schools have varying priority deadlines for filing FAFSA.

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

[insert school motto and standard closing email signature]