



FAFSA
IS FOR
YOU

**School/Community
Support Toolkit**



[Click here to download logo](#)

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Understanding the 'FAFSA is for you' Campaign

What is FAFSA?:

The Free Application for Federal Student Aid (FAFSA) is a form completed by current and prospective students pursuing postsecondary education in the United States to determine their eligibility for student financial aid.

FAFSA is not just about college. A majority of students at Ohio technical schools in programs such as welding, public safety, and construction also typically qualify for Pell funding to provide debt-free support for their education.

The objective of this campaign is to help introduce as many students as possible to FAFSA. Students who do not complete the FAFSA are potentially missing out on up to \$10,000 per year in combined federal and state grants.

Why FAFSA matters:

Students who do not complete the FAFSA are potentially giving up to \$10,000 per year in federal and state grants. The State of Ohio does not want

these students to borrow debt without exploring these funding sources first!

Why now?:

FAFSA completion in Ohio is down nearly 5% as a result of COVID-19 and nearly twice that rate for schools with a high percentage of minority students. We believe the FAFSA equals opportunity, and we want to help address this critical pandemic gap.

FAFSA in Ohio:

This campaign is funded by the Ohio Department of Higher Education in partnership with the Ohio Department of Education and local school leaders like you. The Ohio Department of Higher Education's FAFSA initiative focuses on increasing the number of high school seniors who complete the FAFSA application

How you can help:

Simple, attention-grabbing, and inclusive messaging is the focal point for all 'FAFSA is for you' campaign

materials. As a school leader, you are the ideal champion to carry these messages to your students. The tone of all communications should be positive and upbeat.

Please join us in making FAFSA completion a priority in your school. This toolkit provides actionable steps you and your colleagues can take to make an impact.

Social Media:

Social media platforms like Facebook, Instagram, Twitter, LinkedIn, and more provide one vehicle where we can meet young people and their parents right where they are; on their phones. These, traditionally free, platforms allow for users to potentially reach a large audience who share their common interests with very little effort. If you would like to utilize your school social media platform or your personal account, please follow the suggested guidelines found in the Social Media section of this toolkit.

Examples of 'FAFSA is for you' branding

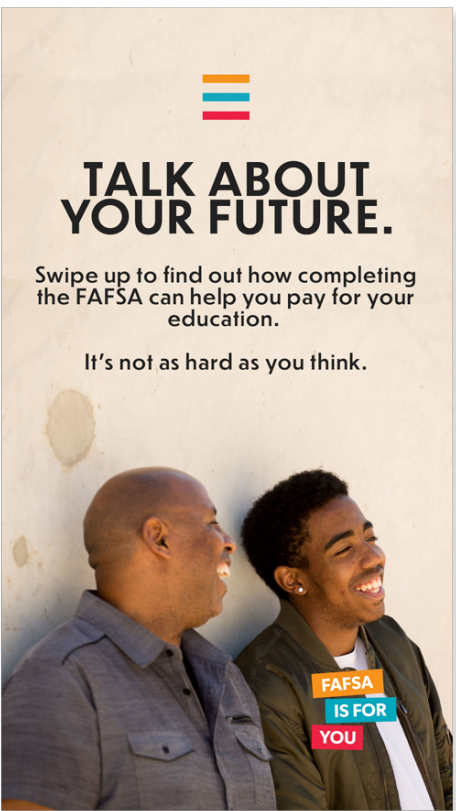


WHAT IS YOUR NEXT?

Did you know that filling out the FAFSA could lead to your entire tuition being paid for?

Find out how you can get school paid for by visiting itsforyou.org

FAFSA IS FOR YOU

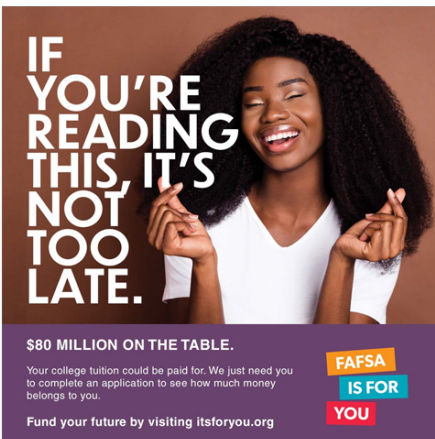


TALK ABOUT YOUR FUTURE.

Swipe up to find out how completing the FAFSA can help you pay for your education.

It's not as hard as you think.

FAFSA IS FOR YOU



IF YOU'RE READING THIS, IT'S NOT TOO LATE.

\$80 MILLION ON THE TABLE.

Your college tuition could be paid for. We just need you to complete an application to see how much money belongs to you.

Fund your future by visiting itsforyou.org

FAFSA IS FOR YOU



No money left behind.

FAFSA GETS YOU THERE.

itsforyou.org

FAFSA IS FOR YOU

Don't leave your money on the table.

Your college tuition could be paid for. We just need you to complete an application to see how much money belongs to you.

Fund your future by visiting itsforyou.org


FAFSA IS FOR YOU



FAFSA IS FOR YOU

itsforyou.org

\$80 MILLION GOES TO WASTE IF YOU DON'T CLAIM IT.

Swipe right. 



FAFSA IS FOR YOU

[itsforyou](https://itsforyou.org)



DON'T PAY ALONE, DON'T PAY A LOAN.

Every year, the government sets money aside to help students like you pay for education after high school.

Like

Comment

Did you know that filling out the FAFSA could lead to your entire tuition being paid for? Find out how you can get school paid for by visiting itsforyou.org

PAY WHAT YOU CAN. WE WILL COVER THE REST.

Your college education could be paid for, fill out an application to see how much money belongs to you.



WHAT'S NEXT?

Even if you don't plan on going to college, there are other opportunities that you could get funding for. Propel your future by filling out your FAFSA.

For more information, visit itsforyou.org

FAFSA IS FOR YOU

SO WHAT'S NEXT?

Did you know that filling out the FAFSA could lead to your entire tuition being paid for?

Find out how you can get school paid for by visiting itsforyou.org

FAFSA IS FOR YOU

A series of questions is all that stand in between you and getting your college education paid for.

Sign up at itsforyou.org

FAFSA IS FOR YOU



FAFSA IS FOR YOU

Please don't

Please do not alter or change the graphic orientation. If you need a specific graphic size not found in this toolkit, please submit a request by [clicking here](#).

Please do not alter or add colors. No, not even a border.

Please do not add a non-transparent logo or graphic on top of any asset.

NO



NO



NO



Start Sharing Social Graphics

Easy to use across most social platforms, including, but not limited to, Instagram, Twitter, and Facebook.

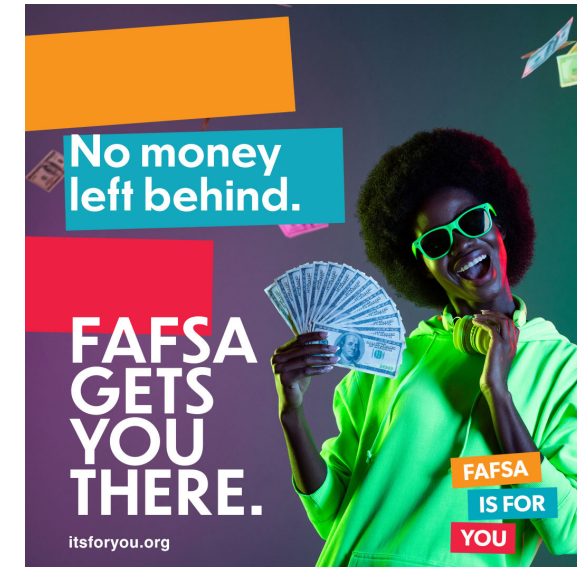
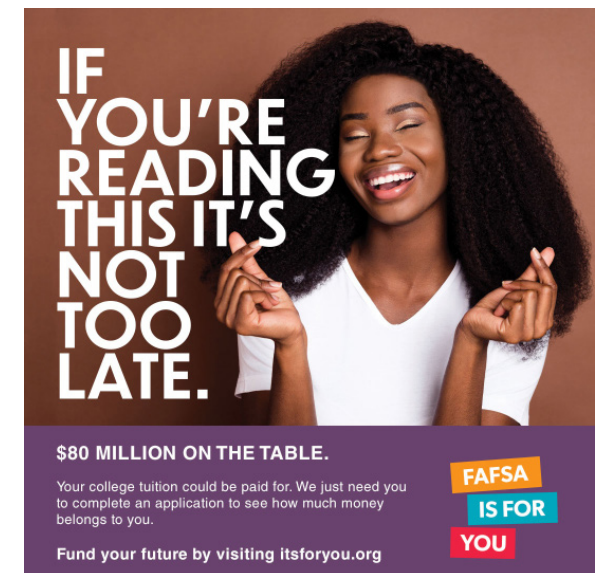
Graphics that end in 1080x1080 are square and can be used on most social platforms, including Instagram, Facebook, Twitter, and LinkedIn.

Graphics ending in 1080x1920 are formatted for Instagram story.

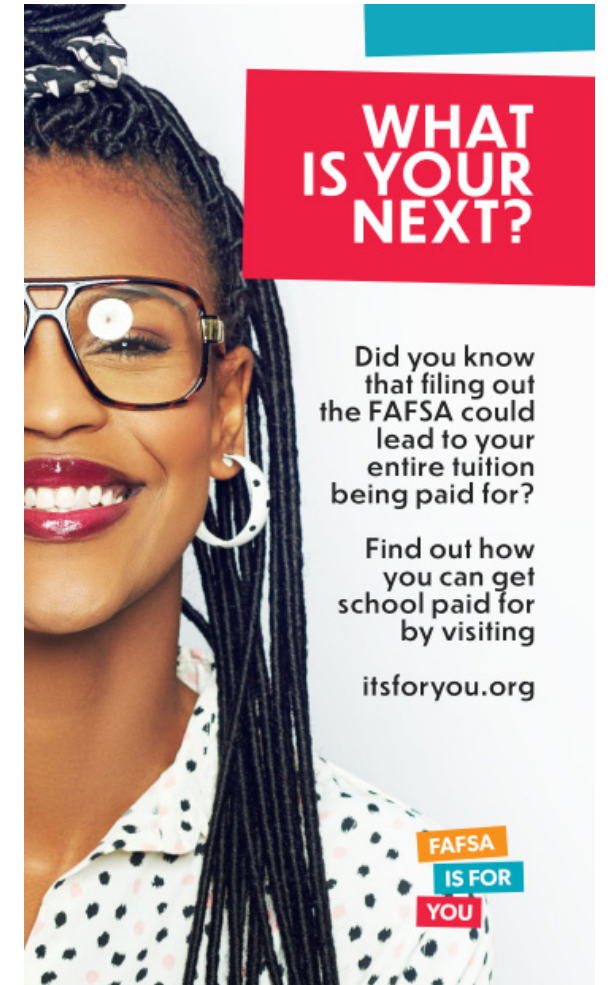
STEP ONE: Choose a social graphic from this library and share it to your social media accounts for your school with a personal message from you if possible. An example of a possible school counselor social media post can be found on the previous page.

STEP TWO: Post this same content or a different graphic to your personal social media channels if you can reach more people that way.

STEP THREE: Ask one colleague to join you in this effort and, like you, they should follow these same steps and find just one more colleague to help. This helps build a network.



Click here to
download assets
designed to reach
students.



Start Poster

Print Graphics

These files are large and not ideal for digital use. All files are formatted for their respective print sizes.

If your school has printing capability, send them this file for printing. We recommend posting at least 4-5 copies of these posters (any versions) in your cafeteria, study halls, hallways, bus stops, and other areas where students congregate and/or parents might see the content.

If your school does not have printing capability, you can send any of these files to any printer for printing.



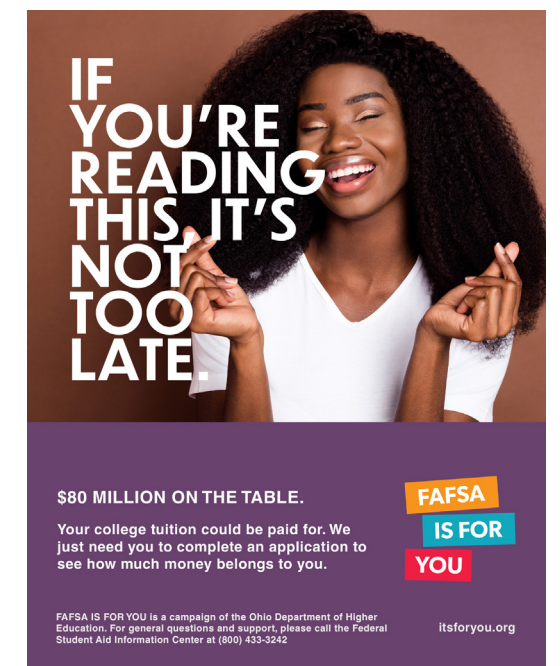
[Click Here to Download
Poster Size Paper \(11x17\)](#)



[Click Here to Download
Legal Size Paper](#)



[Click Here to Download
Letter Size Paper](#)



[Click Here to
Download
Quarter Page
\(5.5x4.25\)
w/ .25in bleed](#)

Start Posting Digital Graphics

Facebook header 820x312

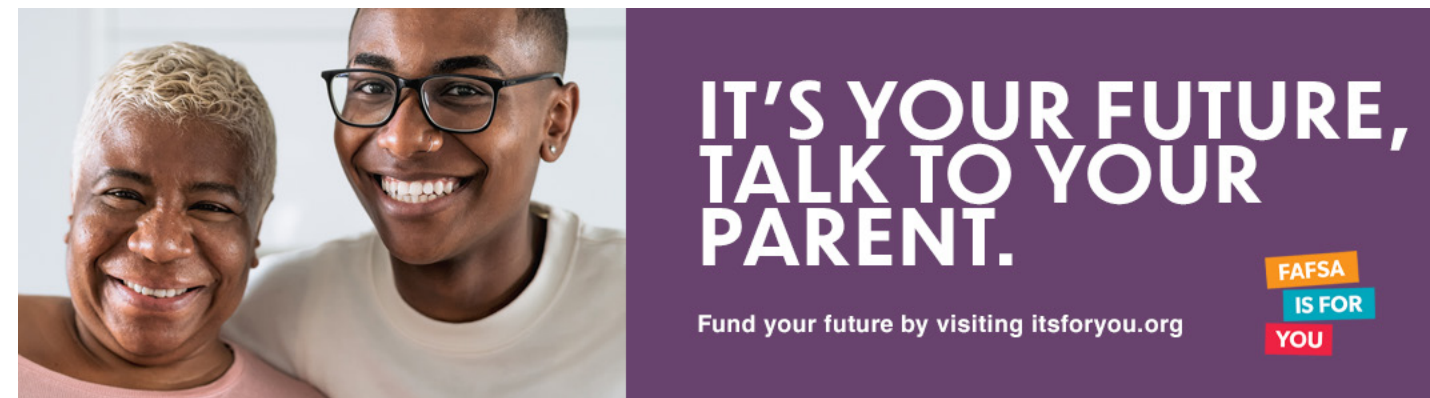
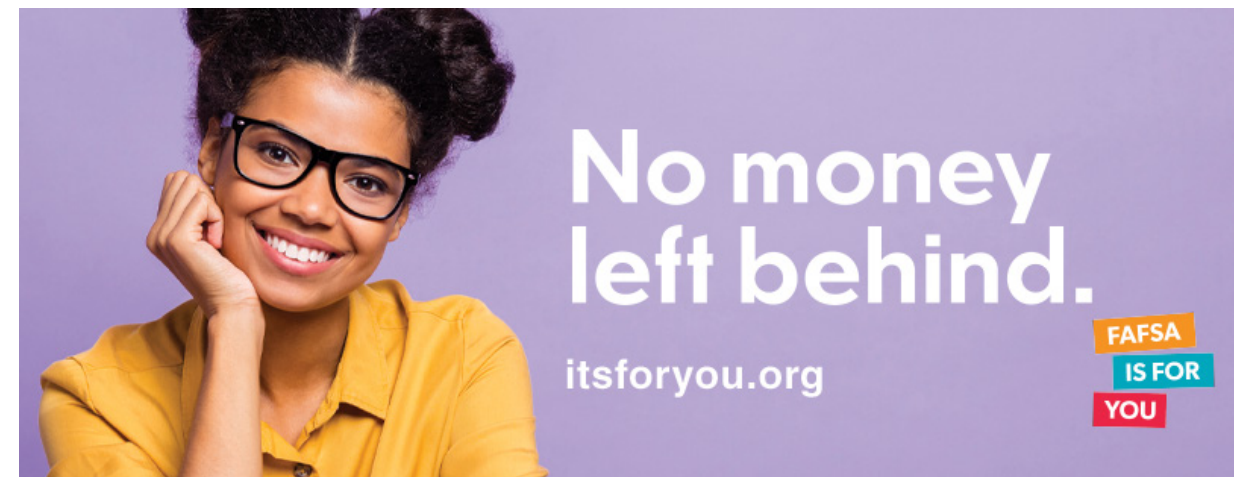
Horizontal banner 1080x300

Vertical banner 700x2800

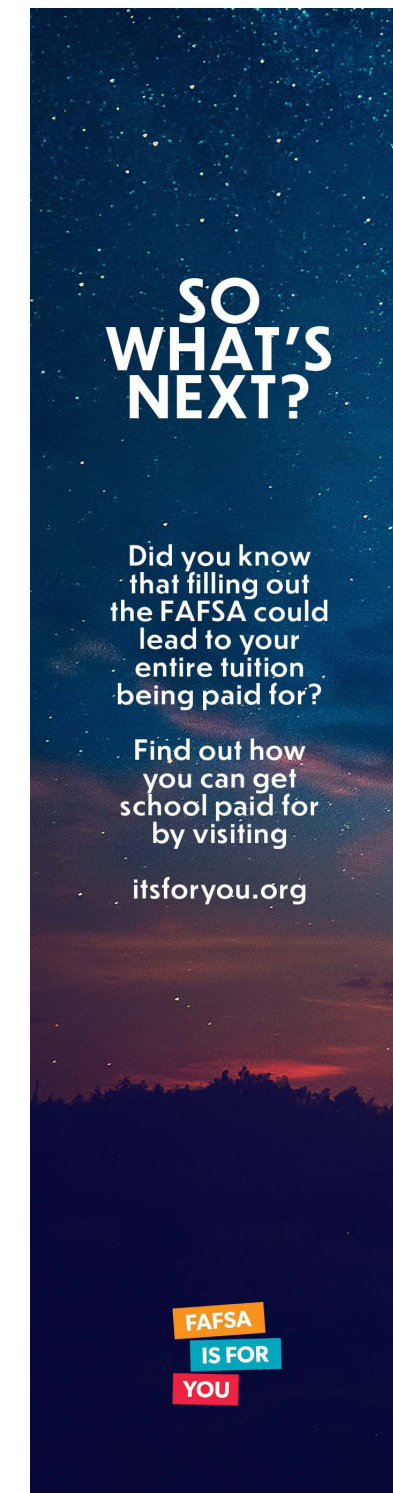
If you have access to your school's website, Facebook page or Twitter page then you could use a digital banner to help drive traffic back to itsforyou.org. Digital banners offer the opportunity to use a digital, non-social media-based footprint in order to reach students in their common spaces.

To use a digital banner for Facebook you must log in to your personal or school account and change your page banner/cover photo to one of our digital graphic assets.

[Click here for instructions on how to change your Facebook cover photo.](#)



[Click here to download digital assets](#)



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