

COMMISSION FOR HIGHER EDUCATION

Friday, February 11, 2011

DISCUSSION ITEM A: Indiana's Cash for College Campaign (January – March 2011)

Staff Recommendation

For discussion only.

Background

Indiana's Cash for College is a statewide campaign designed to encourage Hoosier students and families to plan and pay for education beyond high school. Supported by a federal grant from the U.S. Department of Education, Indiana's Cash for College campaign promotes practical, grade-specific steps for all Hoosier students, leading up to the state's March 10th deadline for completing the Free Application for Federal Student Aid (FAFSA).

Led by the state's Learn More Indiana initiative, the Cash for College campaign helps students at all levels get to and through college with a variety of helpful resources:

- College scholarship contests for K-12, college and adult students,
- Free services, including the new Indiana College Costs Estimator (IndianaCollegeCosts.org),
- Special events like FAFSA Friday and College Goal Sunday, and
- A dedicated website at CashforCollegeIndiana.org with the latest news, online resources and information.

Indiana's Cash for College Campaign is made possible by Learn More Indiana, a partnership of the Indiana Commission for Higher Education, the Indiana Department of Education, the Indiana Department of Workforce Development and the State Student Assistance Commission of Indiana, with additional support from Indiana's colleges and universities, the Lumina Foundation for Education, USA Funds and the U.S. Department of Education.

In print, in person, online and on the phone, Learn More Indiana helps Hoosier students of all ages succeed in school, complete college and connect to careers. Learn more at LearnMoreIndiana.org.

Supporting Documents

2011 Cash for College Campaign Implementation Guide

2011 CAMPAIGN IMPLEMENTATION GUIDE



Get Your...

CASH FOR COLLEGE

WWW.CASHFORCOLLEGEINDIANA.ORG



GETTING STARTED

Hoosiers today understand the importance of continuing their education after high school, but many struggle to save, apply and pay for college. That's where Indiana's Cash for College campaign comes in.

Cash for College works equip students and families with the practical steps needed to pay for college. The campaign offers communities and schools an opportunity to enhance their own paying for college efforts—from events and student contests to grade-specific goals and online tools.

This guide is simply a starting point. Local communities and schools are encouraged to be creative and come up with their own unique ways to help students put their hands on some cash for college.

CASH FOR COLLEGE PRINT MATERIALS (MIDDLE/HIGH SCHOOLS)

- Four (4) school posters (two sided)
- One hundred (100) student magnets (two sided)
- One (1) Cash for College Banner (for schools serving grades 6 -8 that did not receive one last year)
- My Future, My Way: How to Go, How to Pay workbooks (for schools serving 7th grade)
- Indiana's Guide to Paying for College (for schools serving grades 8 -12)
- College Goal Sunday brochures (for schools serving 12th grade)
- Federal Student Aid bookmarks (for schools serving 12th grade)
- Do You Need Money For College handouts (for schools serving 12th grade)

STUDENT CONTESTS: Scholarships and Savings Plans

SPECIAL EVENTS: FAFSA Friday and College Goal Sunday

NEW RESOURCES: Indiana College Costs Estimator

THE OFFICIAL WEBSITE: CashForCollegeIndiana.org



MATERIALS

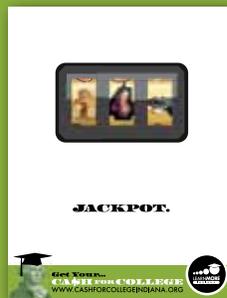
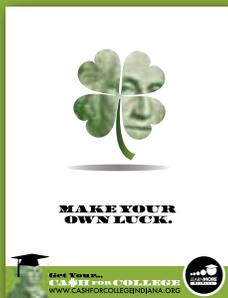
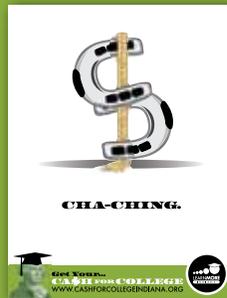
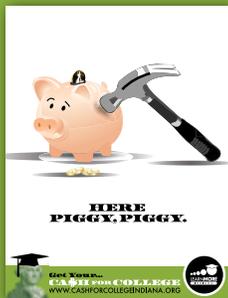
CASH FOR COLLEGE 101

Created for Hoosier families by Learn More Indiana, the Cash for College 101 guide tells what you need to know about saving, applying and paying for college, including check lists for K-12, college and adult students.



STUDENT POSTERS

Place these posters in high-profile locations throughout your school to raise awareness of ways students can put their hands on cash for college, including special campaign contests and scholarships.



(front of poster)

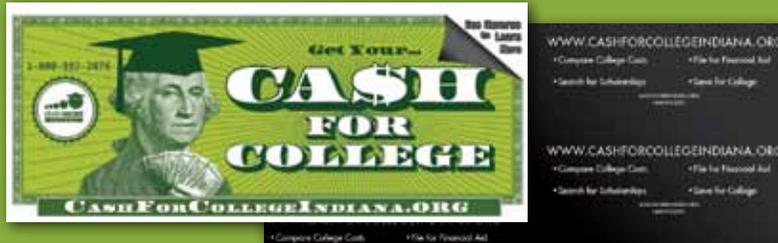
(reverse of poster)



MATERIALS

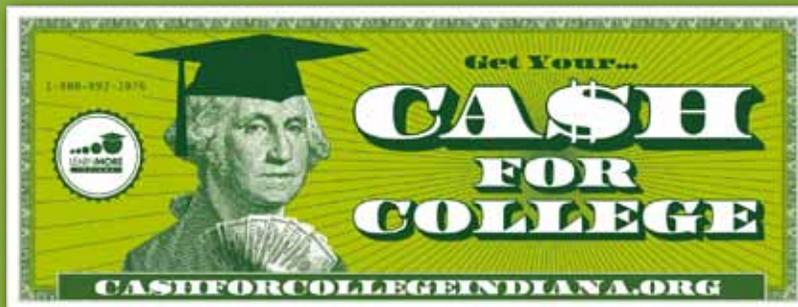
CASH FOR COLLEGE MAGNETS

Place these promotional magnets on lockers, home refrigerators and other prominent locations or distribute at special events. Note that the back of each magnet includes links to additional online resources.



CASH FOR COLLEGE BANNERS

Display banners at prominent locations (main entrance, busy hallway, gym, cafeteria) to draw attention to special events and resources. NOTE: Banners will be sent to Indiana middle schools (grades 6-8) for the 2011 **Cash for College** campaign. High schools received banners for the 2010 campaign and were asked to save their banners for subsequent campaigns.



CASHFORCOLLEGEINDIANA.ORG

Every resource noted in this guide (and more) are available online at CashForCollegeIndiana.org, including the new **Indiana College Costs Estimator**. It's a FREE online service offering families consistent and accurate estimates of college costs across all Indiana campuses. Featuring customized Expected Family Contribution estimates, side-by-side cost comparisons of Indiana colleges, "Ask the Expert" sessions and more, the Indiana College Costs Estimator is a comprehensive resource for college financial aid planning.





MATERIALS

COLLEGE GOAL SUNDAY BROCHURE

This brochure provides families the information they need in order to attend and participate in College Goal Sunday 2011, the free event geared toward helping students and families file the FAFSA to apply for financial aid. Complete with site locations across Indiana and a list of what to bring, this brochure should be distributed to all Indiana 12th grade students.



MY FUTURE MY WAY: HOW TO GO, HOW TO PAY

This classroom workbook from the U.S. Department of Education provides information for middle school students about pursuing and paying for education beyond high school, including charts, checklists and other activities.



DO YOU NEED MONEY FOR COLLEGE?

This two-page handout from the U.S. Department of Education contains key highlights about federal student aid such as what it is, who gets it and how to apply. It also provides a chart of federal aid programs. Students and parents seeking information on financial aid can use this handout as a reference tool.



BOOKMARK: STUDENTAID.ED.GOV

Encourages students to visit FederalStudentAid.ed.gov for information about paying for college and filing the FAFSA. This bookmark, with English text on one side and Spanish on the other, is available only in hard copy (not in PDF).



CONTESTS

\$ 10,000 CASH FOR COLLEGE SMARTPHONE APP CONTEST

- WHO:** Individuals or teams. Winner receives \$10,000 college scholarship (or student loan forgiveness). Money awarded to individual or shared among team members.
- WHAT:** Smartphone app (Android and/or iPhone compatible) promoting the Cash for College website (CashForCollegeIndiana.org) and related online college financial aid resources.
- WHEN:** All entries due by March 10, 2011. Visit CashForCollegeIndiana.org for details.

\$5,000 CASH FOR COLLEGE STUDENT CAMPAIGN CONTEST

- WHO:** Individual high school and college students (or student teams). Winning campaign receives \$5,000 college scholarship awarded to individual student or shared among student campaign team members.
- WHAT:** Most dynamic, student-led campaign promoting college financial aid opportunities for Indiana students. Winning entry based on most creative (social networking, viral marketing, web videos) and effective approach, including measurable, verifiable results (FAFSA filings, event attendees, website/video views, Facebook fans, Twitter followers and retweets).
- WHEN:** All student-led campaigns must be completed by March 10, 2011. Visit CashForCollegeIndiana.org for details.

\$ 1,000 COLLEGE GOAL SUNDAY SCHOLARSHIP DRAWINGS

- WHO:** Future or current college students. One (1) scholarship awarded at each College Goal Sunday site.
- WHAT:** Students who attend a College Goal Sunday site and submit a Free Application for Federal Student Aid (FAFSA) on-site will be entered into a \$1,000 scholarship drawing.
- WHEN:** February 20, 2011 at College Goal Sunday locations across Indiana. Visit CashForCollegeIndiana.org for details.

\$529 COLLEGE 529 SAVINGS PLAN ESSAY & POSTER CONTESTS

- WHO:** Individual students in grades K-8. Nine (total) winners with one (1) winner chosen for each grade level (K-8).
- WHAT:** Most creative written essay and poster illustration encouraging Indiana students and families to save for college.
- WHEN:** All essay/poster entries must be received by March 10, 2011. Visit CashForCollegeIndiana.org for details.



EVENTS

Promoting these events and programs enhances the efforts your school puts into its Cash for College campaign.

Indiana's FAFSA Friday – February 18, 2011

For the third year in a row, Learn More Indiana is offering a free instructional webinar to show students how to fill out a FAFSA form and file it correctly. Students and families may log on from their home computer to watch the presentation and chat with financial aid experts in real time. The live webinars will broadcast at 12 p.m. and 6 p.m. EST on Friday, February 18, 2011.

Get more bang for your buck by planning your own FAFSA Friday event. Many schools host a financial aid night for students and families. If you do not have the staff or resources to undertake such a traditional event, simply link up to a FAFSA Friday broadcast and invite students and families to participate from a centralized location (e.g., auditorium, gymnasium, cafeteria). Since parents will likely play a key role in helping their son or daughter complete the FAFSA, take action to get them to attend your school's event with their child.

To help ensure families file the FAFSA, consider having a computer lab available during your event and do on-site filing. When families file at FAFSA.ed.gov, they have the option to chat live with a customer service representative. You can also make phones available so they can call the free Federal Student Aid Information Center at 1-800-4-FED-AID (1-800-433-3243) to get assistance.

EVENTS

College Goal Sunday – February 20, 2011

Nearly half of Indiana's college students qualify for financial aid, making student odds about 50/50 that they'll get some help to pay the bills. At College Goal Sunday, students will receive free help from financial aid experts in completing and filing the FAFSA. Encourage high school seniors to take advantage of this event by handing out the College Goal Sunday brochures, making daily announcements and reaching out to parents.

WHO: High school seniors, current college students, working adults—anyone who may attend college during the 2011-2012 academic year

WHEN: 2 p.m. (local time) Sunday, February 20, 2011

WHERE: College Goal Sunday will take place at 39 sites throughout the state. (Call 1-800-992-2076 to find the site nearest you.)

BONUS: \$1,000 scholarship awarded at each site. (See page 6 for more information.)

Financial Aid Nights

If you already have a financial aid night planned, consider making computers available so families can file their FAFSAs as part of the evening's activities. When families file at FAFSA.ed.gov, they have the option to chat live with a customer service representative. They can also call the Federal Student Aid Information Center at 1-800-4-FED-AID (1-800-433-3243) to get assistance. You can also get some FAQs from the FAFSA Friday webinars or direct families to participate for more help.



STUDENT GOALS

ELEMENTARY SCHOOLS (GRADES K – 5): START SAVING

- Open an Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)
- Ask your parents to join UPromise, so your family's everyday spending saves money for college (upromise.com)
- Think about your future: What career do you want? Which college do you want to attend? Do you have a plan to make it happen?

MIDDLE SCHOOLS (GRADES 6 – 8): MANAGE MONEY

- Learn the lingo: Browse Learn More Indiana's glossary of cash for college terms
- Create a budget/savings plan and talk about managing money and college savings
- Open a checking/savings account. Ask your parents about joining UPromise so everyday spending saves money for college (www.upromise.com)
- Sign up for Indiana's Twenty-first Scholars Program (if eligible)
- Keep saving! Contribute to your Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)

HIGH SCHOOLS (GRADES 9 – 12): FINISH STRONG

EVERY SENIOR WILL FILE THE FAFSA ONLINE.

- Participate in FAFSA Friday AND College Goal Sunday
- File the FAFSA online at www.fafsa.ed.gov
- Read Indiana's Guide to Paying for College and compare college costs at IndianaCollegeCosts.org
- Keep saving! Contribute to your Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)

EVERY JUNIOR WILL SCOUT OUT SCHOLARSHIPS.

- Research available scholarships
- Complete a scholarship timeline and work on your scholarship essays
- Sign up for Advanced Placement (AP) and dual credit courses to earn college credit in high school and cut down the cost of your college education
- Read Indiana's Guide to Paying for College and compare college costs at IndianaCollegeCosts.org
- Keep saving! Contribute to your Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)

STUDENT GOALS

HIGH SCHOOLS (continued)

EVERY SOPHOMORE WILL CALCULATE THE COST OF COLLEGE.

- Ask colleges for their cost of attendance
- Read Indiana's Guide to Paying for College and compare college costs at IndianaCollegeCosts.org
- Keep saving! Contribute to your Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)

EVERY FRESHMAN WILL TAKE THE TOUGH COURSES

- Qualify for more college aid by pursuing Core 40 with Academic Honors or Core 40 with Technical Honors
- Compare college admissions requirements and review your four-year course plan to make sure you're on track to finish strong
- Read Indiana's Guide to Paying for College and compare college costs at IndianaCollegeCosts.org
- Keep saving! Contribute to your Indiana CollegeChoice 529 Savings Plan (www.collegechoiceplan.com)

COLLEGE STUDENTS: COMPLETE & CONTINUE

- File the FAFSA online at Fafsa.ed.gov before Indiana's annual March 10 deadline for each year you will be enrolled in college. (Participate in Indiana's FAFSA Friday and College Goal Sunday events if you need help.)
- Investigate work study and fellowship options that may offer tuition discounts (fee remission) and pay stipends to help cover your living expenses.
- Ask about career paths that offer student loan forgiveness and plan to pay off your student loans as soon as possible to reduce the total amount you pay. (Talk to your lender about a payment plan that works best for you.)
- Open or contribute to an Indiana CollegeChoice 529 Savings Plan at CollegeChoicePlan.com. (Take advantage of the tax credit and then use the money you save for this year's tuition bill or graduate school someday.)

ADULT STUDENTS: RESEARCH & RETURN

- Visit IndianaCollegeCosts.org to compare college costs at each Indiana campus.
- Talk to your employer about tuition reimbursement programs and other education incentives.
- File the FAFSA online at Fafsa.ed.gov before Indiana's annual March 10 deadline. (Participate in Indiana's FAFSA Friday and College Goal Sunday events if you need help).
- Ask your local college campus about financial aid options for part-time students.
- Contribute to an Indiana CollegeChoice 529 Savings Plan at CollegeChoicePlan.com to earn state tax credits and save money that can be applied to your education or your family's college fund. And join UPromise at Upromise.com, so your everyday family spending saves you money for college.



GET INVOLVED

Use your imagination to expand the Cash for College campaign and reach your students. Raising awareness of key dates and grade-specific goals is crucial. With a little planning and preparation, you can motivate students to take the appropriate steps and inspire them to plan for financing higher education. Here are a few ideas on how to get the whole school involved:

1: HAVE STUDENTS DELIVER CAMPAIGN SPECIFIC PA ANNOUNCEMENTS

Sample script for FAFSA FRIDAY:

This is your president speaking. Your first president, George Washington. I am calling on all seniors to participate in FAFSA Friday on February 18. It's a nifty little virtual get-together that could put cash in your pocket for college. Join the live webinar by logging on to Cash For College Indiana dot org. You'll learn what you need to know about applying for financial aid on time. Don't miss out on your chance to get cash for college.

Sample script for College Goal Sunday:

Hey there students. This is your conscience speaking. I'm here to remind you that if you don't file your FAFSA by March 10, you'll miss out on tons of college financial aid. Yep, they'll give it to the kid next to you—the one responsible enough to show up at College Goal Sunday and file the FAFSA. Don't let that kid get all the money. Show up at College Goal Sunday yourself on February 20th, and enter a drawing for \$1,000 scholarship. Go to Cash For College Indiana dot org to learn more. Then make up your mind to be there. Don't miss out on your chance to get cash for college.

Sample HIGH SCHOOL scripts for anytime during Cash for College:

Monday: Listen up, techies. If you're an iPhone or Android app wizard, this could be your chance to win \$10,000 for college. That's right, \$10,000 for yourself or shared among your developer friends for creating the best smartphone app promoting Indiana's Cash for College campaign and related online college financial aid resources. Visit Cash For College Indiana dot org to learn more, but hurry—entries are due March 10.

GET INVOLVED

Tuesday: Do you like a contest? What about one with a \$5,000 cash prize? Now that I've got your attention, let me tell you what you need to do. On your own or with a team of friends, create the most compelling student-led campaign to help your classmates get cash for college. Use your talents and be creative using social media, videos, viral marketing and any other tool at your disposal. Getting results could put cash in your pocket. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to learn more, but hurry—all student entries are due March 10.

Wednesday: (Smashing sound.) Afraid the money in your piggy bank won't be enough to cover your college costs? Well, don't worry. That's why Indiana's colleges and universities are doling out thousands of dollars in scholarships for Hoosier families. Get a head start by researching what scholarships are available and what criteria they call for. You'll find that many applications ask for the same information. Find a scholarship planner at [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) and get started today. While you're there, check out the scholarship contests designed specifically for Indiana students. Don't miss out on your chance to get cash for college. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

Thursday: Hey students, raise your hand if you're planning to go to college. Now keep your hand raised if you know what a college education actually costs at each Indiana campus. If you're not sure, you're not alone. That's why Indiana has launched a new, free website, the Indiana College Costs Estimator, to make it easy for you to compare college costs and to calculate how much you should have to pay. Go to [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to shop around and make sure you get the best bargain on your college education. Don't wait. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

Friday: Alright, it's pop trivia time. I'm going to say a few vocabulary words and you say back what they mean. Ready? Promissory note. (pause.) Unsubsidized loan. (pause.) Free application for federal student aid. (pause.) How'd you do? Knowing the lingo is important part of paying for college. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to find more cash for college related language and their definitions. While you're there, check out the scholarship contests designed specifically for Indiana students. Don't miss out on your chance to get cash for college. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

Sample MIDDLE SCHOOL scripts for anytime during Cash for College:

Monday: Do you like a contest? What about one that puts money in your bank account? Now that I've got your attention, let me tell you what you need to do. Put your talents to work by creating a poster and essay that helps your classmates understand how to get cash for college. Winners will have a College 529 Savings Plan account opened in their name with a \$529 initial deposit that will grow over time. Keep adding to it yourself and watch the cash pile up. Go to [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to learn more. But hurry: one winner will be chosen at each grade level – Kindergarten through grade 8 – and entries are due March 10. So, visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

Tuesday: Hey, students. Your odds of winning the lottery or finding a pot of gold at the end of the rainbow are slim to none, but you can make your own luck this semester. Start by creating a budget and savings plan to help you pay for college. If you start saving now, you'll have your own pot of gold by the time you're ready to head off to college. Learn how to get started at [Cash For College Indiana dot org](http://CashForCollegeIndiana.org). Don't wait. Make your own luck by visiting [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.



GET INVOLVED

Wednesday: We've all heard the saying "see a penny pick it up, all day long you'll have good luck." How about making your luck last longer by depositing those coins into a checking or savings account? There's no better time than now to talk to your parents about saving for your future. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) for more information on how to get started. While you're there, check out the scholarship contests designed specifically for Indiana students. Learn More Indiana is giving away nearly \$100,000, and you could be one of the lucky winners.

Thursday: Hey students, raise your hand if you're planning to go to college. Now keep your hand raised if you know what a college education actually costs at each Indiana campus. If you're not sure, you're not alone. That's why Indiana has launched a new, free website, the Indiana College Costs Estimator, to make it easy for you to compare college costs and to calculate how much you should have to pay. Go to [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to shop around and get the best bargain on your college education. Don't wait. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

Friday: Alright, it's pop trivia time. I'm going to say a few vocabulary words and you say back what they mean. Ready? Promissory note. (pause.) Unsubsidized loan. (pause.) Free application for federal student aid. (pause.) How'd you do? Learning the lingo is important part of paying for college. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) to find more cash for college related language and their definitions. While you're there, check out the scholarship contests designed specifically for Indiana students. Don't miss out on your chance to get cash for college. Visit [Cash For College Indiana dot org](http://CashForCollegeIndiana.org) today.

2: HOST A CASH FOR COLLEGE PEP RALLY.

Prior to a major sports event, host a "paying for college" themed pep rally. Feature school faculty members and their phases of life from childhood to college to career. Have a dance competition to songs having to do with money and/or higher education. (For example, O-Jay's For The Love of Money, Donna Summer's She Works Hard for The Money or Gwen Stefani's Rich Girl could be fun.) Ask that everyone wear their favorite college themed outfits and call on a few students to take the microphone and talk about how to get cash for college.

3: ORGANIZE A CASH FOR COLLEGE PARENT/STUDENT NIGHT.

Invite high school alumni who are now in college to talk to your students about their college experience. Invite recent college graduates to talk about the payback process of student loans and what they wish they would have known prior to financing their higher education. Ask members of college financial aid and bursars offices to come speak about how to pay for college and share best practices. Open your computer labs and allow families to file their FAFSA that same evening. This might be a good time to hand out the paying for college publications.

4: USE THE CASH FOR COLLEGE WEB GRAPHIC & NEWSPAPER AD

Visit CashForCollegeIndiana.org to download a free ad template or web graphic that can be customized for your school's newspaper, newsletter or website. Encourage your local community newspaper and other media outlets to create similar promotions.



GET INVOLVED

5: REACH OUT TO PARENTS

Whether your school communicates with parents via letters sent home with the student, email, phone messages or even text messages, it's important to keep them informed when it comes to planning for their child's postsecondary education. Here is a sample script that you can tailor to fit your school's activities:

Dear Senior Parent,

You can afford to send your child to college, and it may not cost as much as you think. Honest. Just make sure you submit the Free Application for Federal Student Aid (FAFSA) by March 10. Last year, the government gave away more than \$83 billion in financial aid to students just like yours. \$83 billion!

To help you and your student apply for financial aid, there are a couple of events you should participate in:

(If your school is hosting a FAFSA Friday event, please use the following paragraph.)

The first is (School Name) FAFSA Friday, which takes place February 18 at 6 p.m. EST in the (Place). An instructional webinar will provide information and help answer any questions you or your senior student may have about filling out and submitting the FAFSA. All parents are invited to attend.

(If your school is NOT hosting a FAFSA Friday event, please use the following paragraph.)

The first is a free webinar hosted by Learn More Indiana to help you and your student through the FAFSA process. The webinar will be available online on Friday, February 18, at 12 p.m. and 6 p.m. EST. You can join the webinar by logging in to CashForCollegeIndiana.org.

The second event is called College Goal Sunday. It will take place on February 20 at 2 p.m. at 39 sites across Indiana. Our local event will take place at (Please visit www.collegegoalsunday.org to find the nearest location). Financial aid experts from colleges and universities will be onsite to personally assist students and families in filling out and filing their FAFSA. And, students attending the event will automatically be entered for a chance to win a \$1,000 scholarship!

We would love to help you provide your child with the education he or she deserves. Simply go online to CashForCollegeIndiana.org to learn more. Please contact me at (Phone) with questions about the events.

Sincerely,

(Signature)



GET INVOLVED

6: SCHOOL WEBSITE, SCREEN SAVERS AND SOCIAL MEDIA

Update school computers and websites with grade-specific goals, campaign scholarship contests, event details and March 10 deadline information. Use media outlets such as Facebook, Twitter, MySpace and more to create events, send messages and post status updates specific to your school's Cash for College campaign.

7: STUDENT INCENTIVES

Consider creating incentives like extra credit or assignment skips for students who complete grade-specific goals. Be sure to promote the special Cash for College campaign incentives as well. See page 6 for details.

8: GET YOUR STUDENTS INVOLVED

Turn to student leaders for help with implementing the campaign. Not only are they great ambassadors, they might have their own creative ideas on how else to get the word out. Here are a few ways to get students involved:

- Select leaders from each grade and educate them on the purpose of Cash for College. Ask them to share marketing ideas, display promotional items and distribute materials.
- Allow student leaders to apply their Cash for College leadership as community service hours.
- Ask students to promote the campaign through their Facebook or Twitter accounts.
- Suggest that students reach out to members of the community for volunteer opportunities.

9: GET HELP FROM THE COMMUNITY

By including community volunteers in your Cash for College discussions, you are helping to build a college-going culture both inside and outside the classroom. This is a great opportunity to encourage other caring adults (parents, mentors, youth-serving organizations, etc.) to make paying for college their topic of conversation when they interact with youth. Here are a few ways to engage community members:

- Start with organizations that you're familiar with and call on them to take an active role in your school.
- Ask volunteers to speak to classes about smart ways to save and pay for college. (If this task is assigned to students, make sure they register the adults first.)
- Ask that youth-serving organizations host a FAFSA Friday event in their establishment.
- Suggest that community members provide job shadow opportunities.
- Request that businesses donate goods or services—such as food or door prizes—to support your events.
- Ask volunteers to help staff your school's financial aid night.
- Encourage all volunteers to go to CashForCollegeIndiana.org to learn more.



CASH FOR COLLEGE FEEDBACK

We welcome any comments or suggestions on ways to make this campaign more effective in future promotions. Please take a few minutes to visit CashForCollegeIndiana.org to tell us what you liked and didn't like about Cash for College and how we can make it better next year.

CASH FOR COLLEGE RESOURCES

Learn More Indiana

CashForCollegeIndiana.org • LearnMoreIndiana.org • 1-800-992-2076

State Student Assistance Commission of Indiana

www.in.gov/ssaci/ • 1-888-528-4719

Twenty-first Century Scholars GEAR UP program

www.scholars.in.gov • 1-888-528-4719

Federal Student Aid Information Center

www.studentaid.ed.gov • 1-800-4-FED-AID



LEARNMOREINDIANA.ORG
1-800-992-2076