



OUTREACH TOOLKIT

As we all know, the Better FAFSA is scheduled to launch on Sunday, Dec. 31, 2023. The information in this toolkit is designed to help GEAR UP staff have a consistent message across the grant. **Please use the copy, flyers and graphics in this toolkit ONLY when you are reaching out to students and parents.**

Call, text or email me if you need additional materials. I am happy to use customize the approved graphics for your FAFSA nights. I also have a template flyer already designed that I can customize as well.

Here are suggested strategies to announce the Better FAFSA launch.

- 1) Ask your schools to post about the Better FAFSA launch on your school's social media platforms.
 - a. Graphics and copy are below. Individual files for the graphics are attached to this email.
 - i. FAFSA – Launch Date
 - ii. FAFSA Fast Facts Blog
 - iii. Higher Ed Hacks - FAFSA Episode
 - iv. FAFSA – Opening this Week
 - v. FAFSA is Open
 - b. We are asking for two to three posts per week between now and Dec. 22, two posts the week the Better FAFSA launches, and one post after the FAFSA opens. I realize the FAFSA opens on a Sunday and the following day is a holiday, so Jan. 2 would work. In fact, please encourage them to continue posting the “FAFSA is open” graphic along with FAFSA Facts and Higher Ed Hacks through the month of January.
- 2) Ask your schools to use the graphics on their school websites.
- 3) Email parents and students about the Better FAFSA launch.
 - a. Include information about the blog.
 - b. Promote Higher Ed Hacks – Episode 6.
 - c. Attach the FAFSA Opens flyer that is customized for your schools.
- 4) Tell your students in-person about the Better FAFSA launch.
 - a. Use graphics on Google Classroom, etc. where applicable.

SOCIAL MEDIA POSTS


Posting Dates: Dec. 11 through Dec. 22


Post Copy	Graphic	Link
<p>The 2024 Better FAFSA opens on Dec. 31! This year's application will be faster and easier than ever.</p> <p>Don't forget to contact your GEAR UP staff with any questions!</p> <p>#GEARUP #FAFSA #HigherEducation #CollegePrep #BetterFAFSA</p>		<p>https://okgearup.org/about/staff/</p>


Post Copy	Graphic	Link
<p>Read our latest blog to learn about the changes in this year's FAFSA! This FAFSA Fast Facts blog is a quick read with clear steps to starting your FAFSA and what to expect. Check it out: https://okgearup.org/fafsa-fast-facts/</p> <p>If you have any questions, reach out to your GEAR UP School Specialist today for assistance!</p> <p>#GEARUP #FAFSA #HigherEducation #CollegePrep #BetterFAFSA</p>		<p>https://okgearup.org/fafsa-fast-facts/</p>

Post Copy	Graphic	Link
<p>Episode 6 of Higher Ed Hacks is live! Join GEAR UP School Specialist Cassie Landers as we cover everything you need to know about the new Better FAFSA.</p> <p>In under 10 minutes, we outline the major FAQs of FAFSA and the changes to this year's application. Listen now: https://okgearup.org/podcast/</p> <p>#GEARUP #FAFSA #HigherEducation #CollegePrep #BetterFAFSA</p>		<p>https://okgearup.org/podcast/</p>


Posting Dates: The week the Better FAFSA launches – Dec. 25 thru Dec. 29


Post Copy	Graphic	Link
<p>Better FAFSA opens this Sunday, Dec. 31! Create your FSA ID now if you haven't already.</p> <p>If you need help, your GEAR UP staff will be back in your school after winter break.</p> <p>#GEARUP #FAFSA #OKHigherEd #CollegePrep</p>		<p>https://studentaid.gov/fsa-id/create-account/launch</p>


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Posting Dates: Sunday, Dec. 31 and after

Post Copy	Graphic	Link
<p>Better FAFSA opens today! Visit StudentAid.gov to begin filling out the 2024 application.</p> <p>#GEARUP #FAFSA #OKHigherEd #CollegePrep</p>		<p>https://studentaid.gov/</p>

Post Copy	Graphic	Link
<p>Better FAFSA is open! Visit StudentAid.gov to begin filling out the 2024 application. Remember... once you start the application, you have 45 days to complete it.</p> <p>#GEARUP #FAFSA #OKHigherEd #CollegePrep</p>		<p>https://studentaid.gov/</p>

Post Copy	Graphic	Link
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