



The Free Application for Federal Student Aid (FAFSA®) Communication Toolkit

Introduction



This guide is designed to assist practitioners who support students and families through the financial aid process. The guide provides resources to help streamline communication to ensure students and families receive the information and assistance they need to navigate this process.

Table of Contents

Create A Communication Plan.....	4
Set Your Plan in Motion.....	5
Sample Student Email (FAFSA).....	6
Sample Student Flyer Application Availability	7
Sample Student Flyer Workshop Date	8
Sample Parent Email Application Availability	9
Sample Parent Email Workshop Announcement	10
Sample Parent Application Availability (Spanish).....	11
Sample Parent Email Workshop Announcement (Spanish).....	12
Sample Robocall Script.....	13
Sample Robocall Script (Spanish).....	14
Sample Volunteer Recruitment Email.....	15
Best Practices & Recommendations.....	16
Info Needed for FAFSA Completion.....	17
Info Needed for FAFSA Completion (Spanish).....	18

Create a Communication Plan

Start by defining your goals, target audiences, and timeline. The following questions will guide you in crafting clear and concise messaging.

- What is your goal? Choose key points to highlight.
 - Inform students of the FAFSA® opening date
 - Inform parents of an upcoming financial aid workshop
 - Inform parents of the information they need for the financial aid workshop
 - Recruit volunteers, etc.
- Who needs this information?
 - Your audience will vary depending on your goal
 - If different messages are required, identify all audience groups
 - Determine how messages will differ by audience (or platform, e.g., social media)
- When does each audience group need the information?
 - Develop a communication timeline
 - Tailor the timing of messages for each audience, as different groups will need information at different stages
 - For example, if you're recruiting volunteers for a financial aid workshop, you'll need to reach out to them first to confirm their availability before inviting students and parents
- How are you sharing the information?
 - Phone
 - In-person
 - Flyer
 - Social media, etc.

Set Your Plan in Motion

Once your plan is in place, focus on putting it into action.

- Identify materials and resources needed
 - Printer
 - Social media access
 - Phone numbers
 - Emails, etc.
- Recruit volunteers – depending on your method(s) of communication, you may need to enlist the help of volunteers
 - Distributing flyers at report card night or parent/teacher meetings
 - Assisting at financial aid workshop
- Carry out the plan – get the word out!
 - Send out your initial message
 - Periodically remind your audience
 - Try different methods of communication

Sample Student Email (FAFSA®)

Subject: Help your student get FREE money for college

Dear Future College Student,

The 2026–27 Free Application for Federal Student Aid (FAFSA®) is now open! Submit your application as soon as possible to be considered for financial aid to help cover the cost of your college education.

Watch for upcoming announcements about our financial aid application completion workshops. In the meantime, you can get a head start by creating your [Federal Student Aid \(FSA\) ID](#), which you'll use to log in and sign your FAFSA® electronically. Both students and parents will need an FSA ID.

You can also prepare by reviewing the list of required documents and gathering the necessary information ahead of time. Planning now will make the process smoother later!

FREE \$\$\$

Don't miss out on your opportunity to be considered for free money to pay for college.

The FAFSA® is available! You must submit an application to be considered for federal and/or state financial aid.

Mark your calendars!

For more information, contact [COUNSELOR NAME] at [PHONE/EMAIL].

Sample Student Flyer – Workshop Date

FREE \$\$\$

We will be hosting a FREE workshop to help you complete a FAFSA® on [DATE] at [TIME] in [LOCATION]!

Don't miss out on your opportunity to be considered for free money to pay for college.

Mark your calendars!

If you have questions, contact [COUNSELOR NAME] at [PHONE/EMAIL].

Sample Parent Email – Application Availability

Subject: Help your student get FREE money for college

Dear Parent of a Future College Student,

The 2026–27 Free Application for Federal Student Aid (FAFSA®) is now available!

Encourage your student to complete the FAFSA® as soon as possible to be considered for financial aid that can help cover the cost of college—and they'll need your help to do it. Most students under the age of 24 are required to provide parental information to determine financial need and aid eligibility.

Keep an eye out for announcements about our upcoming financial aid application completion workshops. In the meantime, you can get a head start by reviewing the list of documents needed to complete the FAFSA® and gathering them in advance.

Both you and your student will also need to create your own Federal Student Aid (FSA) ID. This serves as your secure login and electronic signature for the FAFSA®.

Sample Parent Email – Workshop Announcement

Subject: Help your student get FREE money for college!

Dear Parent of a Future College Student,

To be considered for financial aid to help cover the cost of college, students must complete the 2026–27 Free Application for Federal Student Aid (FAFSA®) as soon as possible—and they'll need your help! Most students under the age of 24 are required to include parental information to determine financial need and aid eligibility.

We will be hosting a financial aid application completion workshop on [DATE] at [TIME] in [LOCATION]. It's important to complete the FAFSA® early, as some types of financial aid are limited and may run out.

To prepare for the workshop, please review the list of documents needed to complete the FAFSA® and bring those items with you.

In addition, both students and parents will need to create their own Federal Student Aid (FSA) ID, which serves as the login and electronic signature for the FAFSA®.

If you have any questions, please contact [COUNSELOR NAME] at [PHONE/EMAIL].

Sample Parent Email – Application Availability (Spanish)

Subject: ¡Ayude a su estudiante a recibir dinero GRATUITO para la Universidad!

Estimado/a padre, madre o tutor/a de un futuro estudiante universitario:

¡La Solicitud Gratuita de Ayuda Federal para Estudiantes (FAFSA®) del ciclo 2026–27 ya está disponible!

Anime a su estudiante a completar la FAFSA® lo antes posible para poder ser considerado/a para recibir ayuda financiera que puede ayudar a cubrir los costos universitarios—y necesitará su ayuda para hacerlo. La mayoría de los estudiantes menores de 24 años deben proporcionar información de sus padres para determinar su necesidad económica y elegibilidad para la ayuda.

Esté atento/a a los anuncios sobre nuestros próximos talleres para completar la solicitud de ayuda financiera. Mientras tanto, puede prepararse revisando la lista de documentos necesarios para completar la FAFSA® y reuniéndolos con anticipación.

Tanto usted como su estudiante deberán crear su propia cuenta de Ayuda Federal para Estudiantes (FSA ID). Esta cuenta sirve como su nombre de usuario seguro y firma electrónica para la FAFSA®.

Sample Parent Email – Workshop Announcement (Spanish)

Subject: ¡Ayude a su estudiante a recibir dinero GRATUITO para la Universidad!

Estimado/a padre, madre o tutor/a:

Para ser considerado/a para recibir ayuda financiera que puede ayudar a cubrir los costos universitarios, los estudiantes deben completar la Solicitud Gratuita de Ayuda Federal para Estudiantes (FAFSA®) del ciclo 2026–27 lo antes posible —¡y necesitarán su ayuda! La mayoría de los estudiantes menores de 24 años deben incluir información de sus padres para determinar su necesidad económica y elegibilidad para la ayuda.

Estaremos organizando un taller para completar la solicitud de ayuda financiera el [DATE] a las [TIME] en [LOCATION]. Es importante completar la FAFSA® lo más pronto posible, ya que algunos tipos de ayuda financiera son limitados y pueden agotarse.

Para prepararse para el taller, revise la lista de documentos necesarios para completar la FAFSA® y tráigalos consigo al evento.

Además, tanto los estudiantes como los padres deberán crear su propia cuenta de Ayuda Federal para Estudiantes (FSA ID), que se utiliza como nombre de usuario y firma electrónica para la FAFSA®.

Si tiene alguna pregunta, comuníquese con [COUNSELOR] al [PHONE/EMAIL].

Sample Robocall Script

Dear Parents,

Financial aid application season is here! Attend our financial aid application completion workshop to help your student be considered for financial aid to help pay for their college education. The workshop will take place on [DATE] at [TIME] in [LOCATION]. Funds are limited, so don't wait!

If you have questions or cannot make it on this day, please contact [COUNSELOR] at [PHONE/EMAIL] so we can find a time and date that work for you.

Sample Robocall Script (Spanish)

Estimados Padres,

¡Ya está aquí la temporada de solicitudes de ayuda financiera! Asista a nuestro taller de solicitudes de ayuda financiera para ayudar a que su estudiante sea considerado para recibir ayuda financiera para pagar su educación universitaria. El taller se llevará a cabo el [DATE] a las [TIME] en [LOCATION]. ¡Los fondos son limitados, así que no falte!

Si tiene preguntas o no puede asistir en este día, por favor contacte a [COUNSELOR] al [PHONE/EMAIL] para que podamos encontrar otra fecha y hora que funcionen para usted.

Sample Volunteer Recruitment Email

Dear [VOLUNTEER],

The Free Application for Federal Student Aid (FAFSA®) for financial aid is available, and we need your assistance!

We will be hosting a financial aid application completion workshop on [DATE] at [TIME] in [LOCATION] and are looking for volunteers to help students and families. Information, training, and details will be provided ahead of time.

Please help our students make college a reality by supporting them through the complexities of the financial aid process. We look forward to seeing you! Snacks will be provided for workshop volunteers.

If you are able to assist, please confirm your attendance with [COUNSELOR NAME] via [PHONE/EMAIL], or feel free to reach out with any questions or concerns.

Best Practices & Recommendations

To help ensure students and families are supported throughout the financial aid process, keep the following points in mind.

- Begin planning ahead of time
- Recognize the audiences critical to your message
 - Students
 - Parents
 - Volunteers, etc
- Use a variety of communication methods to meet the diverse needs of your students and families
 - Robocalls
 - Mass emails
 - Flyers, etc.
- Schedule regular reminders leading up to the FAFSA® opening date
- Send regular reminders leading up to each financial aid application workshop

WHAT INFORMATION DO I NEED TO COMPLETE MY 2026-27 FAFSA FOR SOUTH CAROLINA FINANCIAL AID?

Complete Your FAFSA® at [FAFSA.gov](https://fafsa.gov)

- Your 2024 federal tax return, W-2 forms, and any documentation of income earned
- Bank statements and records of any investments (if applicable)
- Documentation of untaxed income (if applicable)
- A list of colleges you are considering attending

Additional information you will need if you are completing the FAFSA:

- Social Security Number. Be sure it is correct!
- Your Alien Registration Number, if you (student) are not a U.S. citizen.
- An FSA ID.

If you are a dependent student, you will report your information and your parents' information.

If you are an independent student, you will only report your own information (and, if you are married, your spouse's). Please visit **studentaid.gov/dependency** for more information.

Students and parents must each have a verified FSA ID to complete the FAFSA. Plan on setting up your FSA ID at **studentaid.gov/FSA-ID** at least one week prior to completing the FAFSA, since it will take some time for the verification process.

¿QUÉ INFORMACIÓN NECESITO PARA LLENAR MI FAFSA PARA 2026-27 DE AYUDA FINANCIERA DE SOUTH CAROLINA PARA?

Llena tu FAFSA® en [FAFSA.gov](https://fafsa.gov)

- La declaración de impuestos del 2024, W-2s, y documentos de otros ingresos.
- Información sobre ahorros e inversiones.
- Información sobre ingresos no tributales.
- Lista de universidades/colegios a los que te gustaría asistir.

Información adicional si estas llenando la FAFSA:

- Número de Seguro Social. Asegúrate que esté correcto.
- Número de registro de extranjero o tarjeta de residencia permanente del ESTUDIANTE (si no es ciudadano de EE.UU.).
- Una FSA ID (nombre de usuario y contraseña)

Si eres considerado estudiante dependiente, tendrás que reportar tu información y la de tus padres.

Si eres considerado estudiante independiente, solamente tendrás que reportar tu información (y la de tu esposa/o si eres una persona casada). Favor de referirte a **studentaid.gov/dependency** si tienes preguntas.

Los estudiantes como los padres deben tener una FSA ID verificada para completar la FAFSA. Debes de configurar tu FSA ID en **studentaid.gov/FSA-ID** al menos una semana antes de completar la FAFSA, ya que se necesita tiempo para el proceso de verificación.