

# FAFSA FRENZY



FAFSA Frenzy is a program of College Goal Sunday<sup>SM</sup>. The College Goal Sunday<sup>SM</sup> program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by the YMCA of the USA.



# **The Nuts and Bolts of FAFSA Frenzy: Using Your Site Coordinator Toolkit**

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MDHE



# Volunteers

- Site Coordinator Responsibilities
  - Recruiting volunteers
  - Ensuring all volunteers understand their roles
  - Communicating with volunteers about the event's schedule and logistics
  - Contacting all volunteers if the event is cancelled due to weather
  - Distributing T-shirts



# Volunteers

- All volunteers should complete the Volunteer Application:  
<http://www.dhe.mo.gov/limesurvey/index.php?sid=45558&lang=en>
- MDHE can assist in volunteer recruitment
- MDHE will send regular volunteer updates to coordinators beginning in December



# Volunteers

- Volunteers may serve in a variety of roles at your site, such as:
  - Babysitters
  - FAFSA assistants
  - Financial aid experts
  - Greeters
  - Presenters/moderators
  - Setup/cleanup
  - Translators



# Financial Aid Help Line

- MOHELA sponsored toll-free support line
  - **866-472-4710**
  - Available 2/12/2012, from 2-4 p.m.
  - Staffed by experienced financial aid officers



# Promoting Your Site

- Cups
- Flyers (Pages 29-32)
- Leaflets
- Pencils
- Posters
- Tissues
- Banners – New Sites Only
- Yard Signs – New Sites Only



# Promoting Your Site

- Public Service Announcement (Page 24)
- News Release (Page 25)
- Media Talking Points (Page 26)
- Letter to Community/Civic Groups (Page 27)



# 2012 FAFSA Frenzy Surveys

- New Procedures (Page 20)
  - Student/family surveys
  - Volunteer surveys online this year
  - Site coordinator surveys for the MDHE



# Student/Family Survey

- Not yet available from the national College Goal Sunday organization
- Copies will be mailed to each coordinator
- Coordinators are responsible for making any additional copies
- Available in English and Spanish



# Volunteer Survey

- Electronic survey available from College Goal Sunday
- Survey link will be emailed within one to two days of each FAFSA Frenzy event
- Coordinators are asked to complete this survey as well



# Coordinator Survey

- No national survey will be available
- The MDHE will create a Site Coordinator survey
- The survey link will be emailed to all coordinators within one to two days of their event.



# Corporate Sponsorships



# Corporate Sponsorships

- Start with a letter
- Within 5 to 10 business days, conduct a follow-up phone call or visit
- Continue to follow up every week until you receive a response



# Corporate Sponsorships

- Write thank you notes
- Give out certificates to be displayed
- Inform the businesses how successful your event was

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# SITE COORDINATOR TOOLKIT 2012