

FAFSA FRENZY



FAFSA Frenzy is a program of College Goal SundaySM. The College Goal SundaySM 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 USA Funds.



2013 FAFSA Frenzy Program Highlights

Presented by

Julie Meyer, MDHE marketing director
and 2012 MASFAP EAC co-chair



2013 Highlights

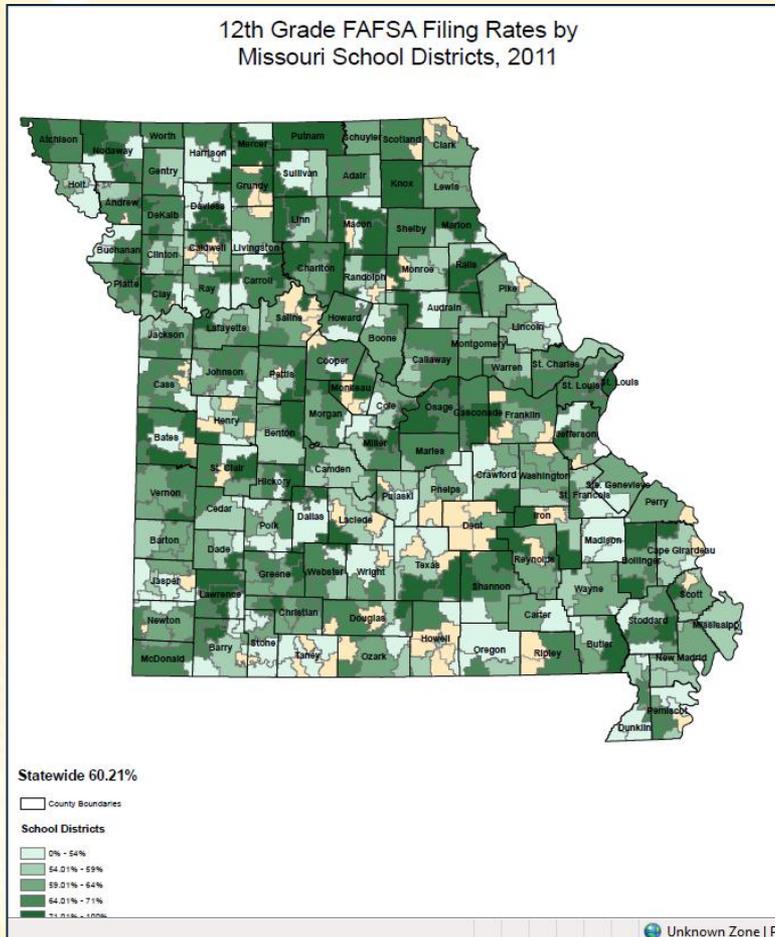
- National College Goal Sunday program management change to USA Funds
 - Some program changes likely for 2014
 - Standardized national metrics
 - National marketing campaigns by target audience
 - 2013-2014 FAFSA training
 - Cost per filer analysis
- Site map



More 2013 Highlights

- New for the 2013 program
 - “Thank you” postcards
 - [Wallpaper/screensaver](#)
 - Sidewalk chalk
 - Sponsorship letter example
- Certificate of Appreciation in Toolkit

Toolkit page 6: FAFSA map



- Map available at: http://www.dhe.mo.gov/documents/FAFSA_filing_rates_2011map_final.pdf
- Filing rates of 2011 high school seniors for the 2011-2012 FAFSA
 - FAFSA available from 1/1/2011-6/30/2012
- [Google interactive version](#) also available



2013 Student/Family Surveys

Toolkit pages 18 and 20

- Electronic file will be distributed
- Please print as 2-sided
 - Data on side 2 needed to report to USA Funds
- Ask families to turn in their survey at the time they turn in their prize drawing form
- Mail completed surveys with sign-in sheets and prize drawing forms the day after your event to:

Lisa Wilson, MDHE

P.O. Box 1469

Jefferson City, MO 65102-1469



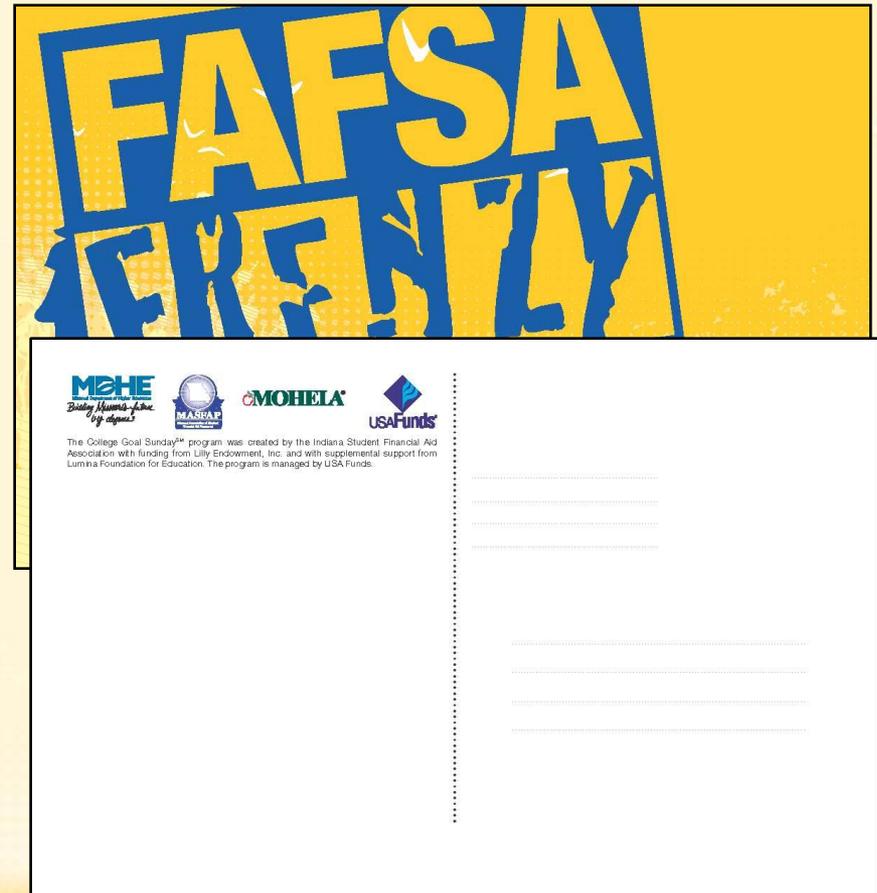
Other 2013 Surveys

- Also to be distributed for 2013:
 - Volunteer Surveys
 - Site Coordinator Surveys



Thanking Your Volunteers & Sponsors

- Certificate of Appreciation
 - Page 42 of Toolkit
- New for 2013: Thank You postcards
 - Supplies in today's drive through





2013 Scholarships

- Past scholarship drawings:
 - 2012 = eight \$500 scholarships drawn from statewide pool
 - 2011 = four \$1,000 scholarships drawn from statewide pool
 - Early years: Each site drew their own \$500 winner
- Input from site coordinators welcome!
- Winners must enroll in a fall 2013 postsecondary program in Missouri



Inclement Weather

- Inclement weather date Sunday, Feb. 24
 - Events on other dates selected an inclement weather date on the 2012 site application
- Each site coordinator determines whether to reschedule own event due to the weather
 - Notify your volunteers
 - Notify local media outlets
 - Signage at the event location



2013 Volunteers

- Volunteer Application released Oct. 24
 - Volunteer drives at MASFAP and MSCA fall conferences
- Site coordinators are jointly responsible for soliciting volunteers
- All volunteers should complete an application before Dec. 14 at
<http://www.dhe.mo.gov/limesurvey/index.php?sid=45558&lang=en>



Questions?