

Journey College

FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION



Site Coordinator Guidebook • 2016

Dear FAFSA Frenzy Site Coordinator:

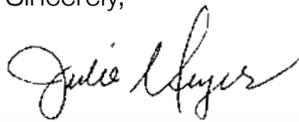
Thank you for hosting a 2016 FAFSA Frenzy event. From now through your event date, the Missouri Department of Higher Education will communicate with you regularly to ensure that you have all of the information and tools you need to manage your event.

The 2016 FAFSA Frenzy Site Coordinator Guidebook includes everything you need to plan a successful event, such as student/attendee sign-in sheets, media talking points and a news release template to promote your event. The FAFSA Frenzy Site Coordinator Guidebook also includes useful suggestions to help you communicate with volunteers, local community organizations, neighboring high schools and colleges. Additionally, it includes forms, checklists and other tools for use in planning and executing your event.

Site coordinators are responsible for soliciting volunteers from their organization, school and/or community to staff their event. The Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel will also solicit volunteers from Missouri's financial aid community to help aid your efforts. Remember, there are many things that volunteers can do to help, even if they have little or no experience with financial aid or the Free Application for Federal Student Aid.

Missouri has many dedicated site coordinators and volunteers who help to make FAFSA Frenzy a success. Outstanding site coordinators and volunteers will be honored for exceptional contributions to Missouri's FAFSA Frenzy program. Thank you again for your support and commitment.

Sincerely,



Julie Meyer
*Director of Student Access and
 Success Programs*



Lisa Wilson
Outreach Services Coordinator



Penny Thomas
Outreach Program Specialist

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.



Section 1: Planning and promoting your event..... 4-20

Site coordinator checklist: promotion..... 5

Promotional items..... 6

Building public support..... 7-12

 Media talking points..... 8

 News release template 9

 Public service announcement template 10

 Community/civic group letter template..... 11

 Sponsorship letter template 12

Promotional materials 13-20

 Color flier (English and Spanish)..... 14

 Black-and-white flier (English and Spanish) 15

 Poster (English and Spanish)..... 16

 Leaflet (English and Spanish) 17

 Banner 18

 Directional signage 19

 Screen saver 20

Section 2: Recruiting and managing your volunteers 21-26

Site coordinator checklist: volunteer management.....22-23

Best practices for collaboration24-25

Volunteer assignments 26

Section 3: Conducting a successful event..... 27-38

Site coordinator checklist and materials: event day.....28-32

 Event day sign-in sheet..... 30

 Scholarship drawing form31

 Certificate of appreciation for volunteers and sponsors.....32

Event day schedules 33-35

 Sample schedule: multiple presenters..... 34

 Sample schedule: single presenter 35

Survey instructions 36

Inclement weather procedures37

Additional resources 38



Section 1

Planning and promoting your event



✓ Site coordinator checklist

Promotion

- Order your FAFSA Frenzy promotional items by visiting <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>. Select “FAFSA Frenzy site coordinator” from the “Tell us who you are” drop-down list. In order to receive your promotional items during the site coordinator meeting, place your order no later than November 4.
- Plan to receive your supplies of promotional items when you attend the site coordinator meeting on Tuesday, Nov. 17, 2015, in Jefferson City. If for some reason some of your items must be shipped to you, make sure you have received everything you ordered by Friday, Dec. 11, 2015. If you do not receive your items by this date, please contact the Missouri Department of Higher Education at 573-751-2361.
- Display/distribute promotional items at least one month prior to your event date. Distribute all promotional items to students before the event. Remember, promotional items should be used to promote your event, rather than distributed during your event.
- Be sure to include target populations when distributing promotional items:
 - Economically disadvantaged
 - First-generation college students
 - Foster youth
 - Homeless youth
 - Minority students historically underrepresented in postsecondary education
- Begin promoting your event through local media outlets, including school newspapers or campus radio stations, at least one month before your event.

Promotional items

Each site may order FAFSA Frenzy-branded promotional items from the Missouri Department of Higher Education at <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>.

Promotional items include:

- **Stadium cups**, which change color when filled with liquid
- **Wristbands** with the words “FAFSA Frenzy”

For site coordinators based at postsecondary institutions, the financial aid office and the TRIO office would be excellent locations to promote FAFSA Frenzy. Additionally, admissions representatives may be interested in promoting FAFSA Frenzy during Missouri recruitment visits or college fairs.



Building public support

Public support is vital to a successful FAFSA Frenzy event. Use the following resources to help communicate with the media and potential community supporters about your upcoming event. Pages 9–12 provide links to templates you can fill out and print.

Media talking points

Media talking points are provided for use in promoting your FAFSA Frenzy event. You can use the media talking points to highlight important facts about the FAFSA Frenzy program to local reporters. The content closely mirrors the public service announcement in order to provide a consistent message about FAFSA Frenzy across all media outlets.

News release

News releases are traditionally sent to local news editors, with the hope of obtaining media coverage. To give your release a better chance at getting placed in the paper or on the radio, contact the editor by phone, explain the program and ask for support. Establishing this professional relationship may increase the likelihood that your FAFSA Frenzy event is assigned a local reporter. The more coverage you get, the more students and families your event can reach. Use the news release template and be sure to fill in information regarding your event within the fillable PDF before distributing it.

Public service announcement

The sample public service announcement should be read on local or campus radio and television stations to promote your event. It is recommended that you begin using the PSA at least one month prior to your FAFSA Frenzy event. Contact radio and television station managers to request an on-air spot for your FAFSA Frenzy PSA.

Community/civic group letter

A sample community/civic group letter solicits help for your FAFSA Frenzy event. It explains the importance of FAFSA Frenzy and the role community support has in ensuring a successful event. This type of letter may be sent to a variety of organizations, such as the local Boys and Girls Club, city/county governments, community action organizations, libraries, chambers of commerce, places of worship and youth organizations.

Sponsorship letter

A sample sponsorship letter can be used to solicit help in sponsoring your FAFSA Frenzy event. Local businesses or community groups may wish to contribute to your event by providing snacks or prizes for those in attendance. Be sure to properly thank your sponsors using the certificate of appreciation, which they can display in their place of business.

Media talking points

- FAFSA Frenzy makes applying for financial aid easier for students and their families by providing free help to complete the Free Application for Federal Student Aid. Completing a FAFSA is the first step in applying for federal financial aid and many state aid programs.
- During the 2013–2014 academic year, Missouri college students received \$2.3 billion in federal financial aid and nearly \$1.5 billion in additional financial aid from other sources, such as the state of Missouri and postsecondary institutions.
- The Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel are partnering to bring FAFSA Frenzy to Missouri for 2016. To assist students and parents with the FAFSA process, financial aid professionals will be on hand at FAFSA Frenzy events either on the main event date, Sunday, Feb. 28, 2016, or on an alternate date in January, February or March. Dates, times and locations for all events are available at dhe.mo.gov.
- An inclement weather back-up date of Sunday, March 6 has been set for FAFSA Frenzy events. Local sites may have selected their own inclement weather back-up dates. All 2016 inclement weather dates can be found at dhe.mo.gov/ppc/ffsites.php.
- Local FAFSA Frenzy events will be held on _____ at _____, from _____ to _____.
- Students and their parents will be able to complete the 2016–2017 FAFSA on site and obtain valuable information about the process and next steps.
- Students can enter for a chance to win a scholarship at a FAFSA Frenzy event. Winners will receive their scholarships upon receipt of enrollment documentation for the 2016 fall term at a Missouri postsecondary institution.
- 2016 FAFSA Frenzy events will mark the 13th year that Missouri has offered FAFSA Frenzy. Since 2004, these events have helped nearly 16,000 Missouri students complete the FAFSA.
- FAFSA Frenzy, a program of College Goal Sunday, is offered in Missouri through partnerships among the Missouri Department of Higher Education, the Missouri Association of Student Financial Aid Personnel, the Missouri Higher Education Loan Authority and The National College Access Network. To obtain additional information or to access a complete list of FAFSA Frenzy events, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

News release template

▶ **Fill out and print your own:** dhe.mo.gov/ppc/documents/FFNewsReleaseTemplate.pdf

FOR IMMEDIATE RELEASE

Date _____

CONTACT

Name _____

Phone _____

Email _____

FAFSA Frenzy helps students apply for financial aid

Students and their families can receive free help completing the Free Application for Federal Student Aid (FAFSA) at a FAFSA Frenzy event _____ at _____.

Financial aid professionals will be available to assist families with filling out the 2016–2017 financial aid application from _____ to _____.

Completing the FAFSA is the first step in applying for federal financial aid and most state financial aid.

During the 2013–2014 academic year, Missouri college students received \$2.3 billion in federal financial aid and nearly \$1.5 billion in additional financial aid from other sources, including the state of Missouri and postsecondary institutions.

The Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel have partnered to bring FAFSA Frenzy to Missouri in 2016. Times, dates and locations for all FAFSA Frenzy events are available at <http://dhe.mo.gov/ppc/ffsites.php>. The website will be updated in case an event has to be rescheduled due to inclement weather.

Students attending a FAFSA Frenzy event can enter for a chance to win a scholarship for the 2016 fall term at a Missouri college, university or other postsecondary education institution.

2016 marks the 13th year Missouri has offered the FAFSA Frenzy program. Since 2004, FAFSA Frenzy events have provided assistance to more than 16,000 Missouri students.

FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the Missouri Department of Higher Education (MDHE), the Missouri Association of Student Financial Aid Personnel (MASFAP), the Missouri Higher Education Loan Authority (MOHELA), and the National College Access Network (NCAN).

For additional information about FAFSA Frenzy, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

Public service announcement template

▶ Fill out and print your own: dhe.mo.gov/ppc/documents/FFPSA.pdf

_____ to host FAFSA Frenzy

Need help completing the Free Application for Federal Student Aid? Attend the FAFSA Frenzy event on _____ at _____.

This free event will offer students and their parents an opportunity to meet one-on-one with financial aid advisors for assistance in filling out the FAFSA, the first step in applying for federal student aid.

Plus, students can enter for a chance to win a scholarship for the fall 2016 term at a college, university or other postsecondary school in Missouri.

In case of inclement weather, the FAFSA Frenzy event will be held on _____.

For more information go to [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov). That's [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov).

Community/civic group letter template

▶ Fill out and print your own: dhe.mo.gov/ppc/documents/FFCommunityLetter.pdf

Dear _____ :

Are you interested in supporting your community by helping local students secure financial aid for college? FAFSA Frenzy offers opportunities for local organizations and businesses to help high school seniors and current college students learn more about applying for financial aid.

Each year, the U.S. Department of Education makes more than \$150 billion in postsecondary grants and loans available to students throughout the nation. FAFSA Frenzy provides students with free, on-site help filling out the Free Application for Federal Student Aid, the first step in applying for federal and state aid.

To assist students and their parents with the FAFSA process, knowledgeable financial aid advisors will be on hand at FAFSA Frenzy locations throughout January, February and March. Our local FAFSA Frenzy event will be held on _____ at _____, from _____ to _____.

As in past years, the success of FAFSA Frenzy depends on support from the communities in which the events are hosted. Please help spread the word by posting the official FAFSA Frenzy poster or distributing leaflets in high-traffic areas within your community.

FAFSA Frenzy includes a statewide drawing for up to 16 scholarships. Winners will receive their scholarships upon receipt of enrollment documentation for the 2016 fall term at a Missouri college, university or other postsecondary school.

2016 FAFSA Frenzy events will mark the 13th year Missouri has participated in the College Goal Sunday program. Since 2004, FAFSA Frenzy has helped more than 16,000 Missouri students complete the FAFSA.

FAFSA Frenzy is part of a larger national effort to assist prospective and current college students and their families with completing the Free Application for Federal Student Aid. FAFSA Frenzy is offered in Missouri through partnerships between the Missouri Department of Higher Education with the Missouri Association of Student Financial Aid Personnel, the Missouri Higher Education Loan Authority and the National College Access Network (NCAN).

A complete list of statewide FAFSA Frenzy events is available at dhe.mo.gov/ppc/ffsites.php. For more information, please visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

Sincerely,

Sponsorship letter template

▶ **Fill out and print your own:** dhe.mo.gov/ppc/documents/FFSponsorshipLetter.pdf

Dear _____ :

FAFSA Frenzy 2016 is designed to assist students and their families in completing the 2016–2017 Free Application for Federal Student Aid.

The FAFSA is the primary application used to determine a student's eligibility for grants, loans, work-study and scholarships. Completing the application is the first big step toward securing financial aid on both the federal and state levels.

The _____ FAFSA Frenzy will be held on _____, from _____ to _____, at _____.

An inclement weather date of _____, has been established.

Your business could assist in the following ways:

- Lunch for _____ volunteers
- Snacks for _____ families attending the event
- Raffle items for attendance incentives

In exchange for your contribution, your business logo and name will be displayed at the _____ FAFSA Frenzy event (i.e., in the hallways and classrooms of the _____.)

Your organization or company also will have the right to place special offers (e.g., coupons, fliers, etc.) in the welcome packets, which will be given out to each family in attendance. Your contributions will be recognized at the volunteer training event. Lastly, a certificate of appreciation will be issued for you to display in your place of business.

If you have any questions or wish to sponsor, please contact me at _____.

To obtain additional information or access a complete list of FAFSA Frenzy events, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

FAFSA Frenzy is a program of College Goal SundaySM and is offered in Missouri through partnerships between the Missouri Department of Higher Education (MDHE), the Missouri Association of Student Financial Aid Personnel (MASFAP), the Missouri Higher Education Loan Authority (MOHELA), and the National College Access Network (NCAN).

Respectfully,

Promotional materials

A variety of materials are available to help you promote your FAFSA Frenzy event. Pages 14–20 provide information about printing and ordering promotional materials.

Flier: The flier measures 8.5 inches x 11 inches and is available in English and Spanish as well as full color and black and white. Site coordinators are responsible for printing their own copies.

Poster: The full-color poster measures 17 inches X 22 inches and is printed in English on one side and Spanish on the reverse.

Both the flier and the poster include a blank area where you can add your site information. Be sure to include the following information:

- Event date
- Site facility name
- Physical address
- Event start and finish times
- Contact number

Leaflet: The leaflet measures 3.67 inches x 8.5 inches and is printed in English on one side and Spanish on the reverse side. Leaflets will fit into a business-sized envelope.

Banner: Indoor/outdoor vinyl banners are 6 feet x 3 feet and should be hung in a cafeteria, at a high school's main entrance, a college's student union, or another heavily trafficked area.

Directional signage: Indoor and outdoor signs (with left or right pointing arrows) are available to direct

people to your FAFSA Frenzy location on the day of the event. The outdoor yard sign with metal stake measures 24 inches X 18 inches. The printable indoor sign measures 11 inches by 8.5 inches.

Promotional materials should be distributed or displayed in prominent locations around your school building and community site.

Community sites to consider include:

- Boys and Girls Club
- Local businesses
- City/county government offices
- Libraries
- On-campus residence halls
- Places of worship
- Restaurants and cafés with bulletin boards
- Missouri career centers
- Retail stores with bulletin boards
- Testing centers (e.g., ACT, SAT and high school equivalency testing)
- Youth organizations

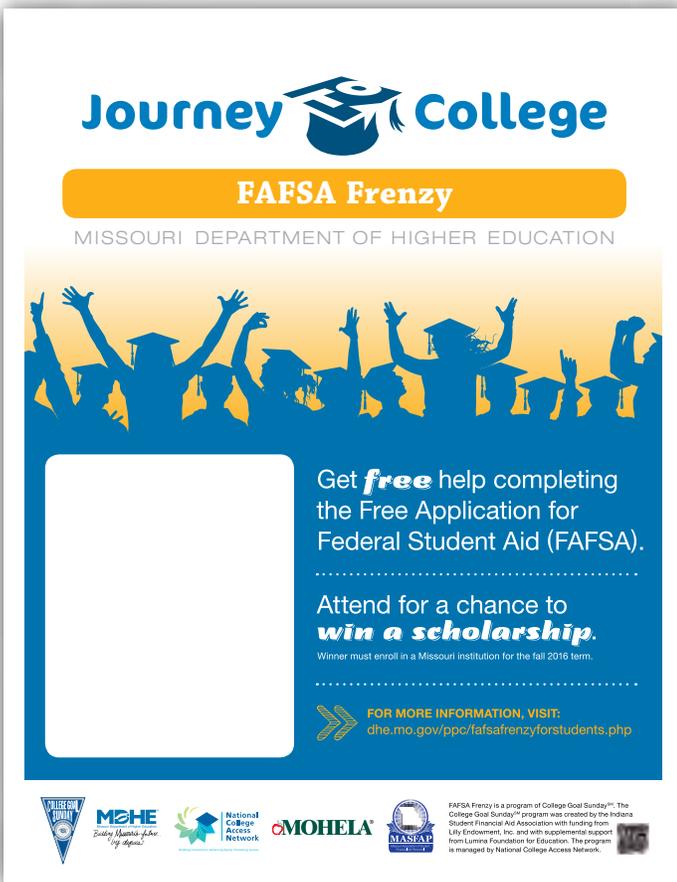
Remember to obtain the necessary permission before placing promotional materials at businesses and community sites.

Screen saver: One easy way to advertise your FAFSA Frenzy event directly to students is to use a screen saver. The screen saver can be used in your school's computer labs. Also, ask teachers throughout your school to use the screen saver in their classrooms where students typically have access to computers.

Color flier

▶ **Fill out and print your own (English):** dhe.mo.gov/ppc/documents/FF.8.5x11Flier.color.English.pdf

▶ **Fill out and print your own (Spanish):** dhe.mo.gov/ppc/documents/FF.8.5x11Flier.color.Spanish.pdf



Journey College

FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION



Get **free** help completing the Free Application for Federal Student Aid (FAFSA).

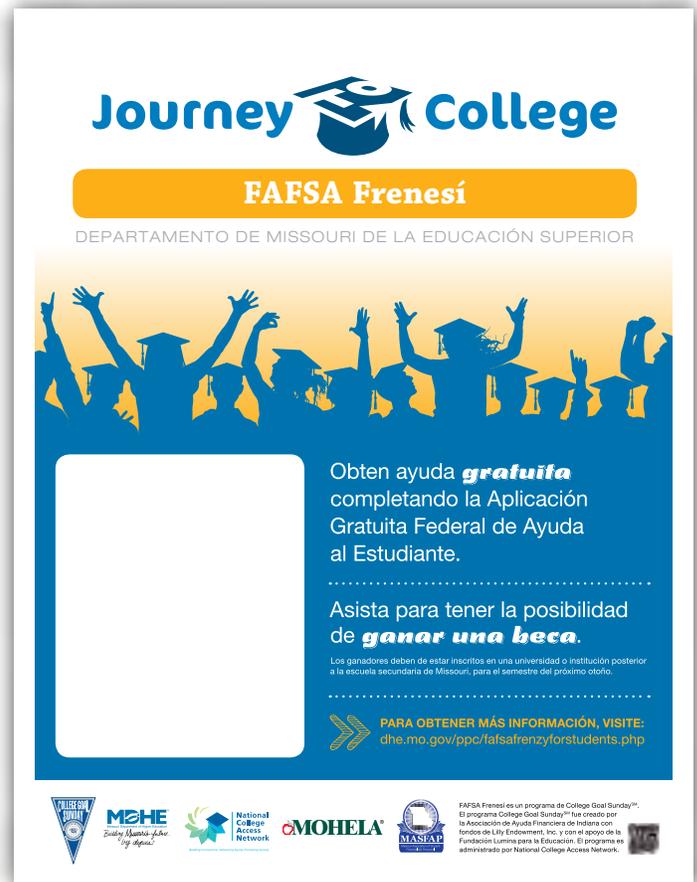
Attend for a chance to **win a scholarship.**

Winner must enroll in a Missouri institution for the fall 2016 term.

▶ **FOR MORE INFORMATION, VISIT:**
dhe.mo.gov/ppc/fafsafrenzyforstudents.php



FAFSA Frenzy is a program of College Goal Sunday™. The College Goal Sunday™ 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 National College Access Network.



Journey College

FAFSA Frenesí

DEPARTAMENTO DE MISSOURI DE LA EDUCACIÓN SUPERIOR



Obten ayuda **gratuita** completando la Aplicación Gratuita Federal de Ayuda al Estudiante.

Asista para tener la posibilidad de **ganar una beca.**

Los ganadores deben de estar inscritos en una universidad o institución posterior a la escuela secundaria de Missouri, para el semestre del próximo otoño.

▶ **PARA OBTENER MÁS INFORMACIÓN, VISITE:**
dhe.mo.gov/ppc/fafsafrenzyforstudents.php

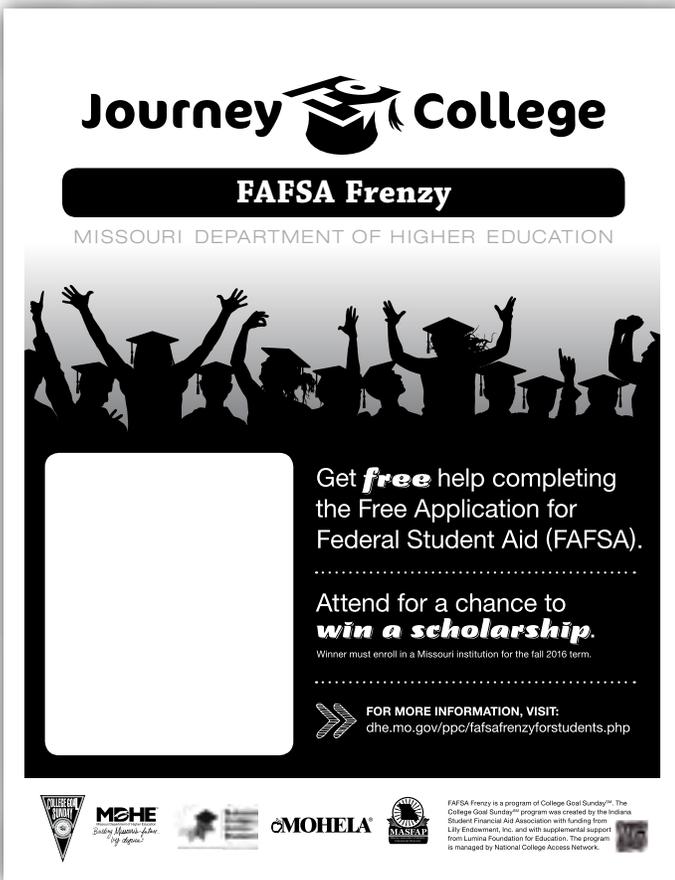


FAFSA Frenesí es un programa de College Goal Sunday™. El programa College Goal Sunday™ fue creado por la Asociación de Ayuda Financiera de Indiana con fondos de Lilly Endowment, Inc. y con el apoyo de la Fundación Lumina para la Educación. El programa es administrado por National College Access Network.

Black-and-white flier

▶ Fill out and print your own (English): dhe.mo.gov/ppc/documents/FF.8.5x11Flier.bw.English.pdf

▶ Fill out and print your own (Spanish): dhe.mo.gov/ppc/documents/FF.8.5x11Flier.bw.Spanish.pdf



Journey College

FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION



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▶▶ FOR MORE INFORMATION, VISIT:
dhe.mo.gov/ppc/fafsafrenzyforstudents.php

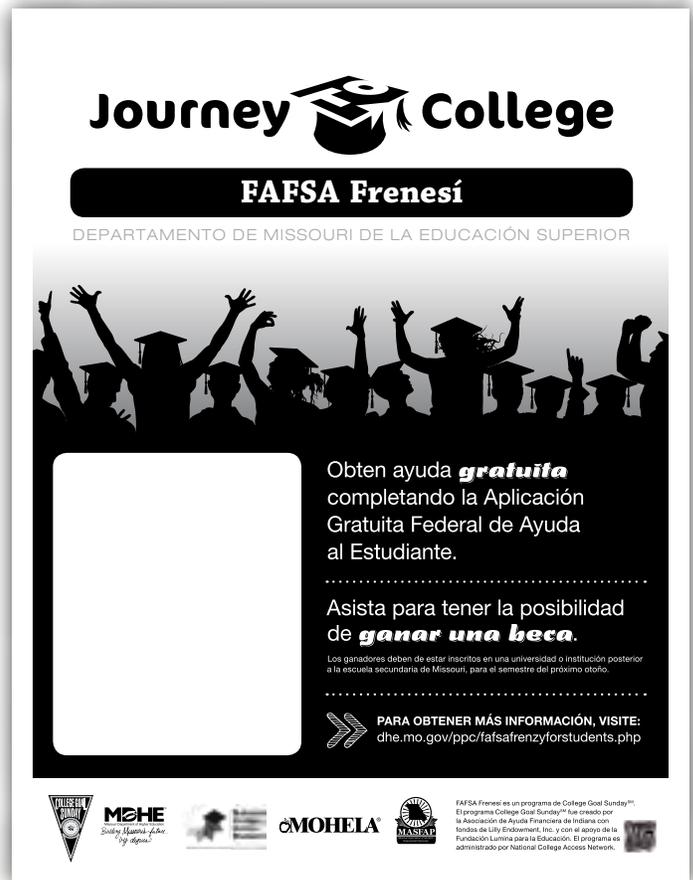






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▶▶ PARA OBTENER MÁS INFORMACIÓN, VISITE:
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Poster (English on one side and Spanish on the reverse)

▶ **Order your own:** <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

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FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION

Get **free** help completing the Free Application for Federal Student Aid (FAFSA).

Attend for a chance to **win a scholarship.**

Winner must enroll in a Missouri institution for the fall 2016 term.

▶ **FOR MORE INFORMATION, VISIT:**
dhe.mo.gov/ppc/fafsafrenzyforstudents.php

MOHE **National College Access Network** **MOHELA** **MASHAP**

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FAFSA Frenesí

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▶ **PARA OBTENER MÁS INFORMACIÓN, VISITE:**
dhe.mo.gov/ppc/fafsafrenzyforstudents.php

MOHE **National College Access Network** **MOHELA** **MASHAP**

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Leaflet (English on one side and Spanish on the reverse)

▶ Order your own: <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey College

FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION

Get free help completing the Free Application for Federal Student Aid (FAFSA).

Attend for a chance to win a scholarship. Visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php to see a complete list of FAFSA Frenzy locations in your area.



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Journey College

FAFSA Frenesí

DEPARTAMENTO DE MISSOURI DE LA EDUCACIÓN SUPERIOR

Obten ayuda gratuita completando la Aplicación Gratuita Federal de Ayuda al Estudiante.

Asista para tener la posibilidad de ganar una beca. Para ver una lista completa de localidades en su área dónde se encuentran los puntos de FAFSA Frenesí, visite la página web del Departamento de Educación Superior de Missouri que se encuentra en dhe.mo.gov/ppc/fafsafrenzyforstudents.php.



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Banner

▶ Order your own: <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey College

FAFSA Frenzy

MISSOURI DEPARTMENT OF HIGHER EDUCATION

Get free help applying for financial aid!
Attend for a chance to win a scholarship.

facebook.com/journeytocollege • twitter.com/Journey2College

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Directional signage

▶ **Order your own outdoor signs with metal stakes:**
<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

▶ **Print your own indoor signs:**
Left arrow — [dhe.mo.gov/ppc/documents/FAFSAFrenzy.ArrowSign.Left.pdf](https://web.dhe.mo.gov/ppc/documents/FAFSAFrenzy.ArrowSign.Left.pdf)
Right arrow — [dhe.mo.gov/ppc/documents/FAFSAFrenzy.ArrowSign.Right.pdf](https://web.dhe.mo.gov/ppc/documents/FAFSAFrenzy.ArrowSign.Right.pdf)



Screen saver

▶ Download your own: dhe.mo.gov/ppc/images/FFScreensaver.jpg



Section 2

Recruiting and managing your volunteers



✓ Site coordinator checklist

Volunteer management

- Recruit volunteers in your area to ensure adequate staffing for your event. Volunteers do not have to be financial aid experts, but familiarity with the FAFSA would be helpful.
- Ask interested volunteers to complete the FAFSA Frenzy volunteer application online at <https://surveys.mo.gov/index.php/638975/lang-en>. All volunteers need to complete the application so an accurate count and contact list can be created.
- Beginning in December, the Missouri Department of Higher Education will periodically send you a list of volunteers that completed the FAFSA Frenzy volunteer application. Reach out to volunteers registered for your site to confirm their participation and assigned role.
- Notify your volunteers about any FAFSA training opportunities. The Missouri Department of Higher Education will communicate training opportunities to site coordinators as it learns of them.
- Discuss the format of your event with all volunteers. If you are planning to conduct a formal presentation, be sure your volunteers know who will be in charge of the video presentation provided by the Missouri Department of Higher Education.
- Make sure your FAFSA Frenzy volunteers understand their assigned roles. Remember, some volunteers will not be financial aid experts and will need an assignment that best suits their abilities, such as staffing a registration/welcome table or providing child care assistance.
- Clothing branded by unbiased sponsoring organizations or associations, such as the Missouri Association of Student Financial Aid Personnel, is acceptable. Volunteers who have yellow FAFSA Frenzy T-shirts from prior years may wear those. However, volunteers should refrain from wearing clothing which promotes any specific postsecondary institution or business.
- Plan to meet with your volunteers at least one hour before the event. This will give you time to distribute volunteer buttons, give instructions and have volunteers at their stations before families arrive.
- Ask one or more of your volunteers to arrive early to assist with set up.

(continued on page 23)

✓ *Site coordinator checklist*

Volunteer management

(continued from page 22)

- Be sure to provide volunteers with your event-day phone number, in case they need last minute directions or have other concerns. If you anticipate non-English speaking attendees, you may need a volunteer interpreter, such as a local Spanish teacher.
- Provide name tags for your volunteers. Don't forget to wear one yourself.
- The best thing you can do as a site coordinator is to make sure your volunteers are prepared.
- If you have FAFSA questions you don't know how to answer, a volunteer toll-free support line will be available on the main event date of Sunday, Feb. 28, 2016. Events held on that date with a limited number of volunteers or with volunteers that have minimal financial aid knowledge, are encouraged to call 866-472-4710 for assistance. This service will be staffed with financial aid experts from 2 p.m. to 4 p.m.
- In the event of inclement weather, contact your volunteers to confirm whether your event will proceed as planned or be rescheduled. Volunteers should have provided their "day-of" phone number when completing the FAFSA Frenzy Volunteer Application.

Best practices for collaboration

Working with financial aid officers

- Use the list of Missouri postsecondary institutions provided by the Missouri Department of Higher Education during the site coordinator meeting on Nov. 17 to contact the financial aid offices in your area.
- Schedule an appointment with a local financial aid office to discuss your vision for FAFSA Frenzy and possible partnership opportunities.
- Share any critical needs of college-bound students that are not currently being met.
- Ask for feedback and suggestions based on the financial aid officers' experience with common FAFSA mistakes, the newest verification processes or issues at their institution.
- Look for opportunities to showcase FAFSA Frenzy tools and resources.
- Encourage financial aid officers to serve as FAFSA Frenzy volunteers.
- Discuss opportunities to promote/advertise FAFSA Frenzy events (e.g., Facebook, school-wide emails, school organizations, etc.).
- Maintain a direct line of communication with all local financial aid officers.

(continued on page 25)

Best practices for collaboration

(continued from page 24)

Working with high school counselors

- Use the Missouri Department of Elementary and Secondary Education's website (dese.mo.gov/directory) to access a list of public school districts in your area. Make contact with the lead counselor, college/career counselor, A+ coordinator or homeless youth liaison at each high school. More information can be found at dese.mo.gov/sites/default/files/qs-hmls-liaisons-15-16.pdf.
- Identify and contact private or parochial high schools in your area.
- Schedule an appointment with local counselors to discuss your vision for FAFSA Frenzy and possible opportunities to collaborate.
- Ask counselors to share any critical needs of their high school seniors that may cause barriers or problems to accessing postsecondary education. Share any common financial aid mistakes made by new students.
- Ask for feedback and suggestions.
- Look for opportunities to showcase FAFSA Frenzy tools and resources.
- Encourage high school counselors to serve as FAFSA Frenzy volunteers.
- Discuss opportunities to promote/advertise FAFSA Frenzy events (e.g., grade reports, e-newsletters, school website, parent/teacher organizations, school assemblies, sporting events, school text messages to subscribed parents, etc.).
- Maintain a direct line of communication with all local counselors.

Volunteer assignments

Volunteers are key to each FAFSA Frenzy site's success. Use some, or all of these suggestions, with volunteers filling one or more roles.

Promotion assistants — put up [signage](#) and help spread the word.

Set-up crew — turn on computers and bring up the [fafsa.gov](#) website, set up tables and instruction video.

Greeters — welcome guests and point them in the right direction.

Check-in and check-out table attendants — assist students and parents as they sign in, complete and turn in their [survey](#) and [scholarship drawing forms](#).

Presenter or facilitator — give a brief overview of the process. If you aren't having a formal presentation and plan to use the Missouri Department of Higher Education video, you will need a facilitator to get the video started.

FAFSA assistants — make sure families are on the correct website and field basic filing or [fafsa.gov](#) navigation questions.

Financial aid experts — answer in-depth or uncommon questions about the FAFSA.

Runners — be available to get additional supplies like pencils, pens, forms, etc.

Refreshment table helpers — keep the refreshment table clean and stocked.

Translators — provide help to non-English speaking students and parents.

Childcare providers — have puzzles, books, and games available for young children who may not want to stay with their family during the session.

Clean-up crew — help shut down computers, collect trash, take down signs and put away tables and supplies.

Section 3

Conducting a successful event



✓ Site coordinator checklist

Event day

Set-up

- Print at least one copy of the Federal Title IV Aid School Code List, or add digital short cuts on each desktop.
- Print [sign-in sheets](#), [directional signs](#) and [scholarship drawing forms](#).
- Arrive at the site at least one hour before your event is scheduled to begin. If you plan to train your volunteers the day of your event, give yourself extra time before your volunteers arrive.
- Have appropriate supplies on hand, such as volunteer buttons and nametags, pens, and copies of the FAFSA paper version.
- Put up [directional signs](#) and [banners](#). This may include signs for inside and/or outside your location.
- Make sure all appropriate lights are on and doors are unlocked. (Don't forget about the restrooms.)
- Make sure space reserved for the site is appropriately arranged with tables and chairs.
- Address any building issues with security or janitorial staff.
- Make sure at least one of the entrances to your event is handicap accessible.
- If you decide to conduct a formal presentation, discuss with your presenter the presentation that will be used. You may use the video provided by the Missouri Department of Higher Education to help guide students and their parents on what to expect before, during and after the application process.
- If applicable, make sure a projector, computer and sound system are connected and working.
- Set up registration tables, complete with [sign-in sheets](#) and [scholarship drawing forms](#).
- Turn on and connect all computers to the Internet, ensuring the [fafsa.gov](#) website is loaded on each computer. Open the [FSA ID website](#) and ask attendees to complete this before proceeding with the FAFSA, if they have not already set theirs up. Also bring up the [student survey](#) so students can quickly access the site once they've completed their FAFSA.
- Have at least one volunteer at the registration table during the entire event.
- Have crayons and coloring books, puzzles, etc., for younger children who may be in attendance.

(continued on page 29)

✓ Site coordinator checklist

Event day

(continued from page 28)

Helping with the FAFSA

- Make sure you have work space available for any family who would like to complete a paper FAFSA, which can be printed at fafsa.gov/options.htm.
- Answer any questions attendees may have.
- Call the toll-free support line, 866-472-4710, on the main event date to speak with a Missouri financial aid officer if any questions come up beyond the knowledge or experience of your volunteers.
- Remind students to complete the [student survey](#) and [scholarship drawing forms](#). Be sure to collect the forms from attendees before they leave your event.
- Thank students and parents for attending FAFSA Frenzy and remind them about what to expect next. Students should receive their Student Aid Report or SAR within a few days. If they used estimated tax information, remind families they should update their information once their taxes for 2015 have been filed. They may be able to use the [IRS Data Retrieval Tool](#) to do this.

Event wrap-up

- Thank building administrators for providing the space to host your FAFSA Frenzy event.
- Complete the [FAFSA Frenzy site coordinator survey](#).
- Email Lisa Wilson at lisa.wilson@dhe.mo.gov on Monday, Feb. 29, 2016 (or the day after your event) with the following information: 1. Number of volunteers; 2. Total number of FAFSA filers served.
- Mail completed [sign-in sheets](#) and [scholarship drawing forms](#) on Monday, Feb. 29, 2016 (or the day after your event): Lisa Wilson, Outreach Services Coordinator, Missouri Department of Higher Education, P.O. Box 1469, Jefferson City, MO 65102-1469.
- Send [certificates of appreciation](#) to volunteers and businesses and organizations that supported your local event.

Scholarship drawing form (four to a page)

 **Print your own:** dhe.mo.gov/ppc/documents/FAFSAFrenzyScholarshipDrawingForm.pdf

Journey  College

FAFSA Frenzy

2016 Scholarship Drawing

Journey to College is a program of the Missouri Department of Higher Education.
FAFSA Frenzy is a program of College Goal SundaySM. All fields are required.

Will you be attending a Missouri postsecondary program in fall 2016?

Yes No Not sure

FAFSA Frenzy location: _____ Date: _____

Student name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Student date of birth: _____

Email: _____

Certificate of appreciation for volunteers and sponsors

▶ Fill out and print your own: dhe.mo.gov/ppc/documents/SiteCoordGuidebook.2016.certificate.pdf

Journey College
FAFSA Frenzy
MISSOURI DEPARTMENT OF HIGHER EDUCATION

Certificate of Appreciation

is awarded to

on _____

for your valuable contributions to FAFSA Frenzy 2016



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 National College Access Network.

Event day schedules

There are numerous ways you can structure a FAFSA Frenzy event. Some locations will have multiple rooms available, others may only have the computer lab. Some locations will use the Missouri Department of Higher Education's instructional video, while others may choose to do their own presentations.

No matter what schedule you decide is right for your event, be sure to keep these factors in mind:

- The anticipated number of FAFSA filers
- The number of computers and rooms available for use
- The number of volunteers and their financial aid expertise

See the provided sample schedules to help you structure your event, based on multiple or single presenters. Feel free to modify the sample schedule or create your own to meet your site's needs.

Sample schedule: Multiple presenters

When working with multiple presenters, consider the following sample schedule. The start time will depend on how big your location is and how much set up will be involved.

12 p.m. — Site coordinator(s) arrive, place signage both indoors and out; turn on hallway, classroom, and computer lab and restroom lights. Set up tables and any required technical equipment.

1 p.m. — Volunteers arrive and training begins. Go over roles and assignments and show volunteers the presentation FAFSA filers will view during the event.

1:30 p.m. — Volunteers should report to their designated stations. Computers should be turned on with the following websites pulled up: fafsa.gov, fsaid.ed.gov, the Missouri Department of Higher Education's [student survey](#) site. Note: families may start arriving 20–30 minutes early.

2 p.m.–3:30 p.m. — FAFSA Frenzy begins! Presentations will be given every 15 minutes in three different rooms. Presentations should be no more than 20 minutes to ensure families are guided to completing the FAFSA as quickly as possible. Have your presenters remind families to hold their family-specific questions for those helping in the computer lab.

<i>2 p.m. — Presenter 1</i>	<i>3 p.m. — Presenter 2</i>
<i>2:15 p.m. — Presenter 2</i>	<i>3:15 p.m. — Presenter 3</i>
<i>2:30 p.m. — Presenter 3</i>	<i>3:30 p.m. — Presenter 1</i>
<i>2:45 p.m. — Presenter 1</i>	

*If your presentations will be less than 20 minutes, you could use only two presenters, still beginning every 15 minutes. If you plan to use the Missouri Department of Higher Education's instructional video without adding more instruction, you may not need three presenters.

After each presentation, presenters will direct families to the computer lab where volunteers will be waiting to provide assistance. Volunteers should ask students and their parents to [create an FSA ID](#) before beginning the FAFSA.

When families submit their applications, be sure to remind them of these next steps:

- Keep their FSA ID confidential
- Review their Student Aid Report and make corrections as needed
- Go back and make updates, possibly using the [IRS Data Retrieval Tool](#), if they used estimated tax information

4 p.m. — Help remaining families finish their FAFSA. Turn off computers, put away technical equipment and tidy up rooms. Take down signage and gather sign-in sheets and scholarship forms.

4:15 p.m. — Do one last check of each room used before turning off the lights and locking the doors. Prepare your forms to be sent to the Missouri Department of Higher Education and celebrate a successful event!

Sample schedule: Single presenter

When working with a single presenter, consider the following sample schedule. The start time will depend on how big your location is, and how much set up will be involved.

Noon — Site coordinator(s) arrive, place signage both indoors and out; turn on hallway, classroom, and computer lab and restroom lights. Set up tables and any required technical equipment.

1 p.m. — Volunteers arrive and training begins. Go over roles and assignments and show volunteers the presentation FAFSA filers will view during the event.

1:30 p.m. — Volunteers should report to their designated stations. Computers should be turned on with the following websites pulled up: fafsa.gov, fsaid.ed.gov, the Missouri Department of Higher Education's [student survey](#) site. Note: families may start arriving 20–30 minutes early.

2 p.m.–3:30 p.m. — FAFSA Frenzy begins! Presentations will be given every 20 minutes in one room. Presentations should be less than 15 minutes to ensure families are guided to completing the FAFSA as quickly as possible. Have your presenter remind families to hold their family-specific questions for those helping in the computer lab.

Presentations would begin at 2 p.m., 2:20 p.m., 2:40 p.m., 3 p.m., 3:20 p.m. and 3:40 p.m.

*If you plan to use the Missouri Department of Higher Education's instructional video without adding more instruction, you may be able to begin presentations every 10–15 minutes.

After each presentation, the presenter should direct families to the computer lab where volunteers will be waiting to provide assistance. Volunteers should ask students and their parents to [create an FSA ID](#) before beginning the FAFSA.

When families submit their applications, be sure to remind them of these next steps:

- Keep their FSA ID confidential
- Review their Student Aid Report and make corrections as needed
- Go back and make updates, possibly using the [IRS Data Retrieval Tool](#), if they used estimated tax information

4 p.m. — Help remaining families finish their FAFSA. Turn off computers, put away technical equipment and tidy up rooms. Take down signage and gather sign-in sheets and scholarship forms.

4:15 p.m. — Do one last check of each room before turning off the lights and locking the doors. Prepare your forms to be sent to the Missouri Department of Higher Education and celebrate a successful event!

Survey instructions

Student survey

Require all participants to complete the FAFSA Frenzy student survey before they leave your FAFSA Frenzy event. Surveys are important not only for the feedback provided by event attendees, but also for the demographic data, which helps the Missouri Department of Higher Education analyze the statistics of reached audiences.

Have students complete their surveys at <https://surveys.mo.gov/index.php/923839>.
(available in January)

Site coordinator survey

To ensure your unique perspective does not go unheard, all 2016 site coordinators are asked to complete a survey following your event. Site coordinators will be sent an email with a link to the survey after the completion of your event. More information about the surveys will be provided during the site coordinator meeting Nov. 17.

Complete the site coordinator survey at <https://surveys.mo.gov/index.php/224788>.
(available in January)

Inclement weather procedures

Because FAFSA Frenzy events are held January through March, inclement weather may force you to cancel or postpone your event. Missouri's main inclement weather make-up date has been set for Sunday, March 6, 2016. This date will be advertised in FAFSA Frenzy promotional documents and on the Missouri Department of Higher Education's website. If you selected an alternate inclement weather date when you submitted your application, you will need to promote that date just in case you need to postpone your event due to weather.

If inclement weather occurs in your area the day of your FAFSA Frenzy event, you will be responsible for notifying the Missouri Department of Higher Education and local media outlets of your event change. The Missouri Department of Higher Education will make every effort to update its website with your rescheduled event date. You also will need to contact your volunteers to make sure they know the event will take place on the predetermined inclement weather date. Volunteers should have provided their "day-of" telephone number on the FAFSA Frenzy volunteer application.

Additional resources

For additional day-of assistance, use the resources below to help you and your FAFSA Frenzy volunteers when difficult questions arise.

FAFSA on the web – live help

fafsa.gov

U.S. Department of Education

800-4-FED-AID or 800-433-3243 (toll-free)

U.S. Department of Education TTY users

800-730-8913

MOHELA sponsored toll-free number

866-472-4710 (This number will be staffed by experienced financial aid officers on Sunday, Feb. 28, 2016, from 2 p.m. to 4 p.m.)