

Promotional materials

A variety of materials are available to help you promote your FAFSA Frenzy event.

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.