

✓ 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.