

KHEAA FAFSA Tailgate Party

Everything You Need to Know

In an effort to help close the 2024-2025 FAFSA completion gap, KHEAA is happy to introduce FAFSA Tailgate Parties. These events will be festive, exciting community events targeting recently and formerly graduated high school students, current and aspiring college students, and adults wishing to return to college. At this event, perspective students will receive expert assistance with their 2024-25 FAFSA, as well as any final tasks needed to start or complete their pre-college to do list. These tasks can include, but are not limited to, starting, correcting and completing the 2024-25 FAFSA, completing college admissions applications, selecting and completing housing plans, verifying 2024-25 FAFSAs, accepting aid offers, completing loan counseling and signing master promissory notes, receiving general assistance and support for all things needed to start college in the fall of 2024 or spring of 2025.

If you are hosting a FAFSA Tailgate Party in your community, please register your event with the following form. It is imperative that you complete this registration form before **July 1, 2024** so that KHEAA can begin marketing these events, ensuring robust attendance.

How to receive my stipend to host a FAFSA Tailgate Party:

- Attend KHEAA's FAFSA Boot Camp Training. THIS IS MANDATORY TO HOST AN EVENT. Because these events are tied to an award that requires certain parameters and reporting methods in place, KHEAA cannot offer this opportunity to anyone who hasn't attended the training.
- Outreach management will contact you with [stipend request form](#) so that we can properly prepare an Memorandum of Understanding for you. THE DEADLINE TO SUBMIT A REQUEST is June 13, 2024 at 5pm ET.
- KHEAA's Legal Team will prepare an MOU for you and send it to you beginning July 1.
- The appropriate person from your school or institution will need to sign the agreement before the stipend is sent. KHEAA cannot determine who the appropriate person is. Whoever at your school, institution, or agency is able to legally sign and execute an MOU must sign the document.
- Once the Agreement is received and signed by both parties (school/agency and KHEAA), and at least one person from your school or organization has attended the entire boot camp, a check will be sent to you. Checks will start to go out July 1.
- [Register](#) your event by July 1 so that KHEAA can begin marketing your event with you.
- If you received a stipend for the event, you will need to submit a preliminary budget to the KHEAA Outreach management team by July 8. A budget document specific to your institution will be emailed to you beginning June 17.
- KHEAA Outreach staff will assist you in planning and preparing for your event with support and guidance, but the event is yours to plan and host!
- After the event, submit a Post-Event Survey (coming soon!) and submit a final budget report.

Timeline

June 7-13: Schools/Institutions/Agencies request an MOU through this form: forms.gle/JqmfeMpUezapNsV6A so that KHEAA can identify and select primary recipients of the stipend for your event vs. co-hosts and team members attending with you. KHEAA's legal dept will prepare your MOU and send it to you shortly after the request is received. **THE DEADLINE TO REQUEST IS JUNE 13.**

June 13 – July 1: Schools/Institutions/Agencies will receive MOUs sent to both the site host and the name listed to sign the MOU. Please review and have MOUs signed by appropriate parties and return to KHEAA Outreach. **THE DEADLINE TO SUBMIT YOUR MOU IS JULY 1. LATE MOUs WILL RESULT IN A DELAY IN YOUR CHECKS BEING SENT.**

July 1: KHEAA will begin sending stipend checks.

July 1: DEADLINE to register your event. Late registrations will result in a delay in your stipend check being sent.

July 8: Preliminary Budget Documents are due.

August 17: Deadline to host your event. If you need an extension on this, please reach out to KHEAA management. NO EVENTS can take place after August 31, 2024.

August 22: Deadline for final budget documents to be sent to KHEAA Outreach management.

Stipend Dos and Don'ts

Do: use your stipend money to market your event well! While KHEAA has provided you up to 700 postage paid postcards to invite people to your events, there are other ways you can market. Other ways include, but are not limited to, printing more mailers to target invitees, boosting social media ads, hiring someone to create a marketing campaign for your event, marketing at local radio and TV stations or using billboards to market.

Do: use your stipend money to compensate people helping with your event. Purchase items for thank you tokens or give stipends to people willing to pitch in and help!

Do: use your stipend money to serve food at your event. Whether you want to break out a grill and a spatula, order pizza, serve ice cream and slushies, or provide free food from food trucks, food brings a crowd!

Do: use your stipend to make your event festive! Want t-shirts for all volunteers to wear? Need big signs to bring attention to your event? Want exciting decorations to make your theme? Your stipend can be used for all of this!!

Do: use your stipend for exciting giveaways. While all giveaways to students who attend for help have to be capped at \$25, it's still a great way to incentivize students to attend and get help! Examples of great giveaways are t-shirts, \$25 or less gift cards or gas cards, promotional items like the awesome ones we provided at the Boot Camp! The possibilities are endless...sort of.

Do: use your stipend to make your event fun! Need cornhole boards and other games? Want to rent putt-putt games or speakers and a PA to play music? Want to have an exciting event like a stand-up comedian or locally famous music act? All of these are great ways to spend your money. (Note: Due to the demand on Casi and Keith's summer schedule, they will not be able to accept requests to be the stand-up comedy act at your event.)

Do: ASK QUESTIONS! If you have a great idea of how to spend your stipend, or you just want to be sure you're following the rules, please reach out! We're happy to answer questions!

Do: center your events on closing the 2024-25 FAFSA completion gap and target students who need assistance completing their pre-college to do list for Fall of 2024 or Spring of 2025.

Don't: center your events on serving the Class of 2025 or focusing on the 2025-26 FAFSAs. The award has strong requirements against this and failure to follow this guideline may result in requirement to return stipends.

Don't: use your stipend for any form of direct student support, including, but not limited to, scholarship drawings or giveaways, drawings or giveaways for items totaling more than \$25, or direct cash to students. This award has strong guidelines against this practice, and failure to follow this procedure may result being required to return the stipend.

Don't: save your stipend money for later. All dollars related to this award must be spent no later than August 31, 2024. If you have included a service whose invoice will be paid shortly after August 31, please indicate that in your final budget report. This is the only exception.

Don't: use your stipend to focus on Class of 2025 or for 2025-26 admission and FAFSA/financial aid education or efforts. This award has strong guidelines against this practice, and failure to follow this procedure may result being required to return the stipend.

Don't: be overwhelmed by any of this process! KHEAA is here to guide and support you. If you pay close attention to deadlines, build a strong team for your tailgate event, and reach out for questions or guidance, we'll all work hard together to make sure the Class of 2024 and all students wishing to enter college in the fall of 2024 or spring of 2025 will have the support they need!