

Sunday FAFSA Funday Toolkit

Overview

Completing the Free Application for Federal Student Aid (FAFSA) is a crucial step in the college access process and is one of the best tools to illustrate college affordability for students. With the 2024-25 FAFSA changes, KHEAA and partners believe that the current college student population may need extra support and assistance when completing their FAFSA. February is National Financial Aid Awareness Month, which is an ideal time to conduct Kentucky's newest FAFSA Completion Initiative, Sunday FAFSA Funday! This event is meant to take place on college campuses across Kentucky on Sundays in February to offer expert FAFSA completion assistance to current college students and high school seniors.

Sites who choose to host a Sunday FAFSA Funday event will:

- Plan and execute an event on one or more Sundays in February
- Choose dates, times, and time frames that work for their campus
- Recruit volunteers to assist students and families for their event(s)
- Assist with marketing efforts for your event(s)
- Encourage attendees to check in via a provided QR code, which will also serve as their scholarship application
- Complete a brief survey after the event.

The benefits of hosting a Sunday FAFSA Funday event are:

- One unified effort that KY has agreed to offer FAFSA assistance statewide
- Targeted audience of current college students who need additional support and guidance
- Opportunity for high school seniors and their parents to see your campus when coming for FAFSA help
- Students who attend a Sunday FAFSA Funday event will have an opportunity for additional scholarship funds (details below).
- Assistance with statewide marketing via the event's website, KHEAA & partners' social media posts, and email blasts to KY residents.

KHEAA is pleased to announce that students who attend a Sunday FAFSA Funday event in Kentucky can register to receive one of two \$500 scholarships to be used at a Kentucky institution. These scholarships will be drawn at random and announced no later than February 29, 2024. Site hosts will be provided a QR code for students in attendance to scan and complete the registration process, which will serve as the registration for the scholarship as well.

Purpose of this Toolkit

The resources in this toolkit are designed to assist you in planning for and executing a successful event. Feel free to use any and all materials to market your event(s).

Planning Your Event

- Register your event at [Sunday FAFSA Funday Site Registration 2023-2024 Survey \(surveymonkey.com\)](#).
- Select a date and time for your event.
- Secure a location on campus for your event. [Ensure devices are available for families to access the FAFSA form online.](#)
- Select and notify members of your campus who you may want to attend/[assist with your event.](#) (Admission counselors, financial aid counselors, student ambassadors or interns, etc).

- Select and invite “experts” outside of your campus who you would like to attend/assist. (KHEAA Outreach Counselors, TRIO, Upward Bound, ETS, Gear Up partners, local financial aid counselors, etc).
- Use marketing materials below to market your event via email blasts, social media, and printable posters.
- Print QR codes for students in attendance to check in and register for the Sunday FAFSA Funday Scholarship drawing.
- Print QR codes for students who are able to complete and submit their FAFSAs at your event to register for KHEAA’s FAFSA Completion Scholarship.
- Contact KHEAA with any questions or for additional guidance, Casi Benedict, Director of Outreach Services, cbenedict@kheaa.com or Keith Ritchie, Asst. Director of Outreach Services, rkritchie@kheaa.com.

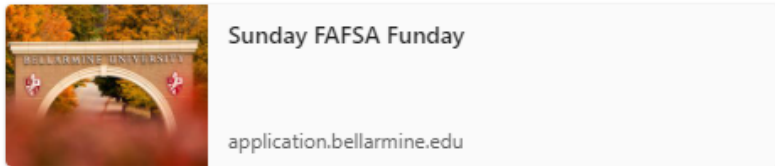
Marketing Your Event – Intro Email

Thanks to our partners at Bellarmine University’s marketing department for the intro email template.

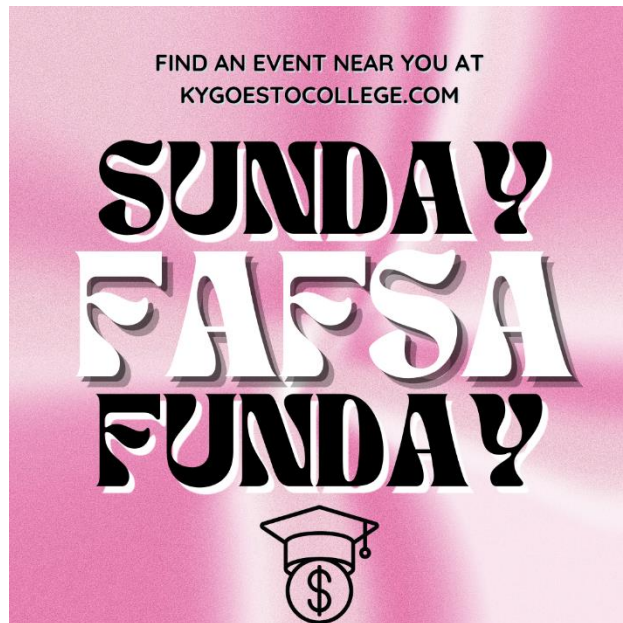
With all of the changes in this year’s FAFSA, Bellarmine is excited to announce our partnership with KHEAA to host our [Sunday FAFSA Funday!](#) Join us on campus on Sunday, February 4th from 2 PM to 4 PM to learn more about filing your FAFSA. Our experts will be here to assist you in filing your FAFSA, as well as answering other questions that you might have.

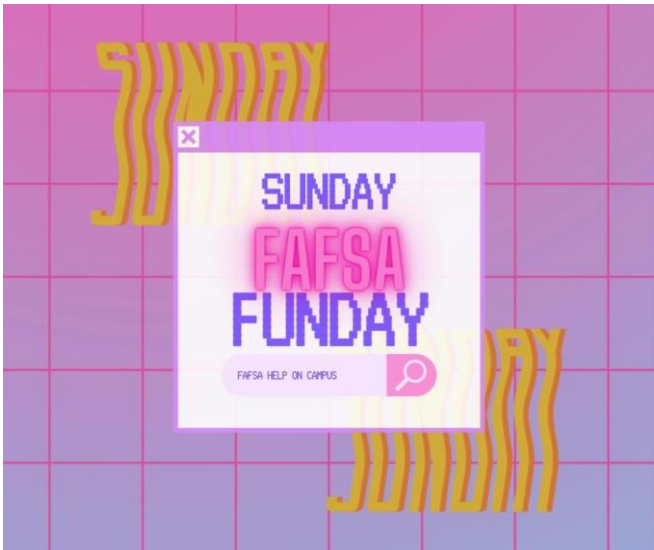
In addition to expert help, two students who attend one of KHEAA’s Sunday FAFSA Funday events will be entered to win a \$500 scholarship that can be used at any Kentucky college! These scholarships will be drawn at random and announced no later than February 29, 2024.

[Register here](#) to join us for this event! We hope to see you on campus so that we can help with any and all things FAFSA!



Marketing Your Event – Social Media





Sample Tweets and Posts

There are lots of changes to the 2024-25 FAFSA. What hasn't changed? There's help! Join us Feb XX for Sunday FAFSA Funday! Get expert help AND additional scholarship opportunities! #kygoestocollege #SundayFAFSAFunday

What's more fun than filing your FAFSA? Getting EXPERT HELP on filing it!! Join us for Sunday FAFSA Funday on Feb XX from X-XPM ET. #kygoestocollege #SundayFAFSAFunday

Need help filing your FAFSA? Join us on campus for Sunday FAFSA Funday to get expert help and enter to win a \$500 scholarship!! #kygoestocollege #SundayFAFSAFunday

Sunday FAFSA Funday Scholarship

For the 2024 Sunday FAFSA Funday initiative kick-off, KHEAA is pleased to announce we will be offering two \$500 scholarships to Kentucky students who attend a Sunday FAFSA Funday event in the month of February 2024 and complete the registration/entry form. These scholarships will be drawn at random and announced no later than March 15, 2024. KHEAA will confirm student's attendance at a Sunday FAFSA Funday event by requesting confirmation from the host site. As such, the site hosts should require guests to sign in to their events via a QR code that will be provided in the Sunday FAFSA Funday Toolkit. When students scan the QR code and fill out the registration, it will both confirm their attendance at an event and register them for the scholarship drawing.



Direct link to registration form: <https://www.surveymonkey.com/r/58FHKN7>

Links and Additional Resources

studentaid.gov

kheaa.com

kyfafsa.org

kygoestocollege.com

[FAFSA Completion Guide](#)

[KHEAA Outreach Counselors Contact Page](#)

KHEAA's social media pages: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#)

[KHEAA's Live Streaming, Real Time Social Media Sessions and Webinar Schedule](#)

[Federal Student Aid Counselor Toolkit](#)

Texting Service

Anyone can text **OUTREACH** to **800-928-8926** for reminders and updates. Subscribers can text in with questions and receive a personalized response from a KHEAA outreach counselor.

Questions?

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Keith Ritchie, Assistant Director of Outreach Services at KHEAA

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