**FINANCIAL AID FOR COLLEGE SCHOOL TOOLKIT**

**Texts and robocalls to parents of seniors about financial aid for college supports**

**February – June 2020**

*To be sent in early February 2020*

Text script:

* This is Principal [name] from [school]. Has your senior completed their financial aid applications for college yet? [School name] is committed to supporting 100% of our seniors to apply for financial aid this year – even if they’re not sure if they’re going to college in the fall. Stay tuned for more information about upcoming financial aid for college completion events!

Robocall script:

* Hello. This is Principal [name] from [school]. Has your senior completed their financial aid applications yet? Submitting the FAFSA, TAP application, and NYS DREAM Act is one of the most critical steps your senior can take toward college success. [School name] is holding a number of events over the next few months to support seniors and families to complete their financial aid applications and respond to verification requests. Stay tuned to our social media or ask [name] for more information about upcoming financial aid for college completion events!

*To be sent in late February 2020*

Text script:

* This is Principal [name] from [school]. Has your senior completed their financial aid applications for college yet? [School name] is holding a financial aid for college completion night on [date] from [time] at [location]. Helpers will be available to help seniors and families complete financial aid applications and respond to verification requests. Join us to get your questions answered or to get help!

Robocall script:

* Hello. This is Principal [name] from [school]. Has your senior completed their financial aid applications yet? [School name] is holding a financial aid for college completion night on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications! Helpers will be available to answer questions, we’ll be providing child care and snacks to families who attend. Translation services will be available.

*To be sent in March 2020*

Text script:

* This is Principal [name] from [school]. Has your senior completed their financial aid applications for college yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications. Join us to get your questions answered or to get help submitting your applications! We can also help you respond to verification requests!

Robocall script:

* Hello. This is Principal [name] from [school]. Has your senior completed their financial aid applications yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications! You can join in person or virtually. Don’t let your senior miss out on a single dollar of the financial aid they qualify for!

*To be sent in April 2020*

Text script:

* This is Principal [name] from [school]. Has your senior completed their financial aid applications for college yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications!

Robocall script:

* Hello. This is Principal [name] from [school]. Has your senior completed their financial aid applications yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications! You can join in person or virtually. Don’t let your senior miss out on a single dollar of the financial aid they qualify for!

*To be sent in May 2020*

Text script:

* This is Principal [name] from [school]. Has your senior completed their financial aid applications for college yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications!

Robocall script:

* Hello. This is Principal [name] from [school]. Has your senior completed their financial aid applications yet? [School name] is holding office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications! You can join in person or virtually. Don’t let your senior miss out on a single dollar of the financial aid they qualify for!

*To be sent in June 2020*

Text script:

* This is Principal [name] from [school]. All seniors should complete their financial aid for college applications before the end of the school year! [School name] is holding our final office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications!

Robocall script:

* Hello. This is Principal [name] from [school]. All seniors should complete their financial aid for college applications before the end of the school year! [School name] is holding our final office hours on [date] from [time] at [location] to help seniors and families complete your financial aid applications and respond to verification requests. Join us to get your questions answered or to get help submitting your applications! You can join in person or virtually. Don’t let your senior miss out on a single dollar of the financial aid they qualify for!