EMAIL GUIDELINES

BUT FIRST. FAFSA®

But first, FAFSA EMAIL GUIDELINES

Are you ready to spread the word about the new mobile-ready FAFSA® form? Great! We've prepared some email guidelines and key talking points below to help you get started.

1. PRE-HEADER

If your email client allows pre-header text, please use the sentence below:

The mobile-ready 2019–20 FAFSA® form is available.

2. SUBJECT LINE

Emails should always have a subject line that will get the recipient excited about opening it. It's recommended that you keep subject lines between 40-65 characters. Remember to make these engaging, personal, and relevant.

3. HEADER

We've provided a branded email header as a .jpg file within the "But First FAFSA Email" Word document. Insert the image at the very top of your emails by dragging it into the text field or finding the Insert Photo function on your email application or browser.

4. HEADLINE

It's recommended that you include a headline in all emails. You may pull from the examples below or write your own. Remember: the headline should always communicate the overall purpose of the email. It should be set in large, bold font. We recommend working the phrase "But first, FAFSA" into your email headlines when possible. Examples below:

- Hitting the books? Good! But first, FAFSA®.
- Cramming for a test? Been there. But first, FAFSA®.
- Dreaming about college? You should be! But first, FAFSA®.
- Thinking about Homecoming? We get it. But first, FAFSA®.

5. BODY COPY

Important information like the campaign name, dates, times, and impactful facts can be bolded for emphasis.

---

1 The mobile-ready 2019–20 FAFSA® form is available.

2 **The 2019–20 FAFSA® form is available! Fill it out straight from your phone.**

3

4 **We'll let you get back to studying. But first, FAFSA.**

The 2019–20 FAFSA form is available—and now you can easily fill it out right from your phone.

So please, before you hit the books, head off to practice or settle in to watch your favorite shows, fill out the FAFSA form to apply for financial aid, including:

- **Federal grants**
- **Federal student loans**
- **State loans**
- **State grants & scholarships**
- **Grants & scholarships from other organizations**

5 If you don't fill out the FAFSA form, you could be missing out on valuable financial aid. Every year, there are a number of reasons students think they shouldn't complete the FAFSA form, however, the reality is that EVERYONE who's thinking about going to college or career school should fill it out.

So, are you ready to get started? To fill out the FAFSA form, simply:

1. Download the myStudentAid app (iOS and Android) and fill it out from a mobile device.
2. Or visit fafsa.gov and fill it out from a computer or mobile device, such as a smartphone or tablet.

Your future is waiting. Download the app to get started today.

[signoff]

But first, FAFSA EMAIL GUIDELINES

TALKING POINTS

Feel free to reference the below talking points in your ongoing email communications to students starting on October 1 to help them fill out and submit the 2019-20 FAFSA® form.

- We understand that it's a busy time of year. There are papers to write, games to attend, and tests to study for. But first, FAFSA! Filling out the FAFSA form is a critical first step in applying for financial aid towards college and it's recommended that all students fill it out.

- Beginning Oct. 1, the 2019–20 Free Application for Federal Student Aid (FAFSA®) form will be available to students and parents to complete through the fafsa.gov website and the myStudentAid mobile app. With the 2019–20 FAFSA, students and parents have expanded opportunities to complete the form using the device that works best for them.

- Federal Student Aid, an office of the U.S. Department of Education, just launched its official new mobile app called myStudentAid. The app is available for iOS in the iTunes App Store, and for Android in the Google Play App Store.

- To fill out the FAFSA form, simply:

    1. Download the myStudentAid app (iOS and Android) and fill it out from a mobile device

    2. Or visit fafsa.gov and fill it out from a mobile device, such as a smartphone or tablet, or a laptop

- The myStudentAid app allows people to fill out and submit the FAFSA form right on their phone or mobile device.

- In the future, the myStudentAid app will also help you manage and keep track of your federal student loans.

- Filling out the FAFSA form is the first step in applying for:

    - Federal grants
    - Federal student loans
    - State loans
    - Many state grants and scholarships
    - Many grants & scholarships from other organizations