**FAFSAMemphis.com**

**Welcome!**

We would like to thank you for your commitment to the student and families of Memphis and Shelby County. Your efforts will have a meaningful, life-changing impact on the lives of our college-bound students.

FAFSA Memphis is a city- and countywide financial aid awareness campaign with the goal of creating a college-going culture in Memphis and Shelby County.

The **2017-2018 FAFSA Memphis** **Campaign’s** goals:

* Increase the number of high school students and adults completing the FAFSA and college applications
* Equipping the community with the training and tools to support students and adults
* Provide workshops to train and distribute all necessary materials for promotion
* **Track your progress!! We encourage you to use the Data Collection Form attached with toolkit**

**Promotion**

* Career College and personal sessions are great because it is face to face.
* We encourage you to use all using other media distribution of flyers and/or info
* Social media gives direct information and sites for everyone to visit

**How to use your toolkit**

* T-Shirts: During your FAFSA event be sure to wear your FAFSA t-shirt and represent the push for students to complete their FAFSA
* Wristbands: Give students who complete their FAFSA a wristband to encourage those who have not completed their FAFSA
* Posters: Hang posters around building for parents and students to see
* Square Cards: Place in the school or business office, break area or cafeteria tables
* Flyers (8x11): Post on bulletin boards

**Important Dates to Remember**

**FAFSAMemphis Kick-Off: Sunday October 1, 2017 and Saturday October 7, 2017**

Event: Free Application for Financial Student Aid (FAFSA!) Kick-off

Time: 1:30 pm – 4:30 pm

Location: Benjamin Hooks Central Library, CLOUD 901, Computer Lab L-50 and 2nd Floor

Length: 20-30 minutes

**FAFSAMemphis Goal Weekend: January 13 & 14, 2018 (MLK Weekend)**

**Training**

* Friday September 29, 2017 12:00 – 1:00 pm
* What : FAFSA Completion Training for Administrators and Volunteers
* Who: Anyone who needs additional FAFSA training and volunteers for Kick-Off
* Where: Both dates will be held at Leadership Memphis, 365 South Main Street, Memphis, 38103
* RSVP: [www.volunteermemphis.org](http://www.volunteermemphis.org) or email confirmation to [ctaylor@leadershipmemphis.org](mailto:ctaylor@leadershipmemphis.org)

Get Involved

* Promote on Social Media
* Sign Up to be a volunteer to help with college applications and FAFSA
* Host an Application /FAFSA completion info session or completion session, [lease upload events to the FAFSAMemphis.com community calendar

**What is FAFSAMemphis Kickoff Weekend?**

FAFSAMemphis Goal Weekend is a two-day charge, October 1st and 7th, to help students complete their FAFSA at various sites throughout Memphis and Shelby County. The events are hosted at churches, community organizations, and businesses. One-on-one assistance will be provided to help students and parents with any financial aid questions.

**Ideas how your organization can participate in the 2017 campaign**

* Host completion workshop [Download your step-by-step guide to host a workshop ([http://www.fafsamemphis.com/get-involved.html)]](http://www.fafsamemphis.com/get-involved.html)%5d)
* Hang FAFSA posters from toolkit at your school, place of business and worship
* Volunteer to assist professional counselors at schools
* If you are hosting a FAFSA info session or completion session, please upload events to the FAFSAMemphis community calendar (<http://www.fafsamemphis.com/upcoming-events.html>). This will help us promote via local news and recruit volunteers if needed.

**How to incorporate social media**

We ask that you use the following hashtags:

#FAFSAMemphis #Cash4College #JoinTheMovement

We recommend you utilize [Hootsuite](https://hootsuite.com/) which is a social media manager that allows you to schedule tweets and Facebook post.

Thank you so much for joining this movement to help increase FAFSA completion in Memphis and Shelby County!

**Staff and Contact Information**

For assistance or answers to questions, please contact us at:

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