



Financial Aid Event Checklist

Financial Aid Resources Network of Snohomish (FARNS)

*This is a general guide and checklist when planning a financial aid advising day.
Please make a copy and customize it for your school!*

What is a financial aid advising day?

A financial aid advising day is an opportunity to provide every senior and their family with key resources and knowledge for completing the financial aid application process. Per ESSB 6141, districts with a high school must provide both a financial aid advising day and notification of financial aid opportunities at the beginning of each school year to parents and guardians of any student entering the twelfth grade.

Some best practices when planning a financial aid advising day:

- To be more inclusive, call the event a Financial Aid event or FAFSA/WASFA Night (rather than calling it solely FAFSA Night)
- Provide marketing materials in English and Spanish (or another common language in your school district)
- Day of event, provide support in English and Spanish (or another common language in your school district)
- Tuesdays-Thursdays typically have better attendance rates compared to Mondays and Fridays
- Provide 1.5-2 hours for the event and start at 5:30pm or later

Select Your Event Date and Details

- ☐ Select a time and date
 - Check district and school calendar to ensure there are no conflicting events or sports games
 - Check FARNS calendar to ensure there are no conflicting events for volunteer participation
- ☐ Select modality: in-person or virtual
- ☐ Choose Event Type
 - FSA ID Creation
 - Financial Aid workshop
 - Financial Aid 101 presentation
 - Financial Aid 101 presentation and workshop
 - Financial Aid Week
- ☐ Confirm with School
 - Notify appropriate staff (custodial, counseling team, senior teachers, etc.)
 - Reserve room and technology needs

Add your Event to the FARNS Calendar

- ☐ Add your event to the FARNS calendar by emailing College Bound Regional Officer, Bre Olason, bolason@collegesuccessfoundation.org, with your event details:
- Date and time
 - Location and room
 - About details (e.g. Financial Aid workshop, FSA ID creation, etc.)
 - Registration link for Students (not required)
 - Volunteer sign up information (link to volunteer sign up or who to contact)

Invite Volunteers and Support

- ☐ Send out Volunteer invites for event support

FARNS Network:

Organization	Name	Position	Email
College Success Foundation	Bre Olason	College Bound Regional Officer	bolason@collegesuccessfoundation.org
Keep Dreams Alive	Dafne Powell	Executive Director	dafne@keepdreamsalive.org
Boys & Girls Club of Snohomish County	Heather Freeman	Director of Youth Workforce	hfreeman@bgcsc.org

Local Financial Aid Higher Education Contacts:

Organization	Department		Email
Edmonds Community College	Outreach and Financial Aid Department		outreach@edmonds.edu
Everett Community College	Outreach and Financial Aid Department		outreach@everettcc.edu fin_aid@everettcc.edu
WSU - Everett	Brandon Buckingham	Program Coordinator of Student Affairs	brandon.buckingham@wsu.edu

Promote Your Event

- ☐ Create event materials (Canva is an easy website to create materials)
- **Flyer:** for email attachments and printed materials, 8.5x11

- **Presentation Slide**, for TV announcements, advisory periods, teachers to share in class, ratio 16:9
- **Postcard**, send via mail, horizontal 8.5x11, print 4 to a page on colored card stock paper for quarter sheets
- **Social Media Post**, for Instagram and Facebook posts, ratio 4:5
- **Social Media Story**, for Instagram and Facebook stories, ratio 9:16

☐ If you would like additional outreach to Spanish speaking families, Keep Dreams Alive can provide additional support, such as a calling campaign to families. Please reach out to Dafne Powell at dafne@keepdreamsalive.org

Recommended Outreach Timeline

Month Before (or earlier)	<ul style="list-style-type: none"> ● Create marketing materials ● Send out volunteer invites
Two to Three Weeks Before	<ul style="list-style-type: none"> ● Send out postcards ● Send out initial email invite to all students and families ● If working with Keep Dreams Alive (KDA) for a call campaign, send list of spanish speaking families to KDA
Week Before	<ul style="list-style-type: none"> ● Put into senior advisory classes, announcements, or Google classroom ● Reminder email
Day Before or Day of	<ul style="list-style-type: none"> ● Email Reminder ● Text blast or robo call ● Put into senior advisory classes, announcements or Google classroom ● Printed ¼ sheet reminder flyers to senior advisory classes

Week/Day of Event:

- ☐ Create a sign in sheet for students and families
- ☐ Create signage to put around campus and/or on doors
- ☐ Ensure all technology (laptop cart, projector/tv, etc.) is ready
- ☐ Send a friendly reminder to volunteers