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CollegeGoalAK.org



CGA Advertising Tips

Statewide Advertising Helps...

The Alaska Commission on Postsecondary Education (ACPE) will **1)** direct mail a CGA postcard to every Alaska high school senior; **2)** publicize CGA event on ACPE's facebook page and on the Map of CGA Events on CGA Website; and **3)** issue a statewide press release.

...but Local Advertising and Word of Mouth are Key to a Successful Event:

The outreach strategies that affect the highest percentage of Alaska CGA participants are consistently high school counselors or other high school staff (60% +), flyers (20% +), and posters at the high schools (20% +).

Do make sure every high school counselor and teacher in your community knows about the event and has flyers or extra postcards to hand out, but also be sure to consider organizations that may reach independent students or adults. Alaska FAFSA filing data demonstrates this population is least likely to file the FAFSA by early scholarship deadlines – getting assistance to them through CGA is a great benefit!

Is there Alaska Native or other organization in your community that offers scholarships or is involved in promoting education? What about community organizations or clergy? Are there non-profit organizations that may interact with adults considering a return to school? Consider the following:

- Alaska Native Regional Corporations
- Alaska Native Tribes and Tribal Organizations
- Alaska Native Foundations
- Alaska Economic Development Corporations
- Non-profit organizations providing financial advising/support services
- Tax Stores providing free filing services to low-income clients
- Local Recreation or Community Centers
- Job Centers / Libraries / Churches
- Shelters / Food Banks

Ensure the management and staff at such organizations is also aware of the event, and has access to posters and extra postcards to distribute. All of these contacts are also a great source for volunteers!

Maximize Use of Provided Materials:

- **FAFSA Folders:** Distribute FAFSA Folders prior to your event so that students and parents can gather all the required documents and create their FSA IDs (following steps included on the folder). The folder also makes it easier to keep documents organized and in one place.





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- **Flyers:** At minimum, flyers should be displayed at college campuses and high schools. However, to reach those individuals who may most benefit from attending a CGA event, take the time to distribute flyers at all of the locations listed above, as well as grocery stores, shopping malls, restaurants, and other businesses – any place where young adults or adults considering a return to school may frequent. Distributing flyers is also a great opportunity to connect with people on site who may become advocates and/or volunteers for the CGA event.
- **Postcards:** Remember that the CGA Postcard is direct mailed to every high school senior in Alaska. The extra postcards in your box can be distributed to key influencers and locations to hand out to potential attendees. You can distribute these along with the flyers. You can also use them for a targeted mailing (or re-mailing) to a specific group if you have access to addresses.
- **Radio Public Service Announcements (PSAs):** ACPE will provide pre-recorded radio PSAs that you can distribute to your local radio stations to run. Even better – you can use the scripts and have the local station record them using one of your own local high school students or someone else who is recognized by the community.

Additional Great Activities:

- **School District Robo-Calls:** Your school district may be willing to let you use their automated call system to call all seniors' families at home with a message about CGA a few days prior to the event.
- **Radio Interviews:** Many local radio stations will be happy to have you come on the air and talk about the event and the value of the FAFSA.
- **Newsletters:** Publish a short blurb about your event in campus or high school newsletters, and consider other newsletters as well – does your local representative publish a constituent newsletter? How about other organizations in town?
- **Social Media:** Share information about your CGA event on your own and partner organization's (such as ACPE's) facebook page, or other social media platform, such as Twitter, Instagram, Snapchat, etc.
- **Local Media:** Send a copy of the press release (available in the Marketing section of Site Coordinator Resources) to your local media – sometimes it is more successful when it comes from a local person. In some communities, you may even be able to write and submit your own article.
- **Visits to High Schools:** *From Kacey Miller's Discussion on Rural CGA: "I go out to the high school early in the year. (...) I take students through a brief introduction to Financial Aid. (...) I make sure CGA is on their timeline. (...) I then contact parents to let them know what I have accomplished with their child and encourage them to do the same. I share the CGA event time date and that I'm available for assistance."*
- **Drawings & Door Prizes:** If you get local donations for door prizes for your event, publicizing a drawing may encourage attendees to come to the event – it can also help make the event more fun!

