

# College Goal Alaska (CGA)

## Marketing your CGA Event



# Receiving your CGA Box

- Once you have registered your event at [CollegeGoalAK.Org](http://CollegeGoalAK.Org), you will receive a box from ACPE with the following materials:
  - FAFSA Folders
  - CGA Postcards
  - CGA Sign-in Sheets, and
  - A sample of other ACPE materials
- **Open the box!**
- Make sure you have all the items listed.



# Statewide Advertising

## ACPE will:

- Direct mail a CGA Postcard to every Alaska high school senior.
- Publicize your event on ACPE's facebook page and on the Map of CGA Events on CGA Website.
- Issue a statewide press release.



# Remember!

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Local advertising and a word of mouth are key to a successful event!



# Proven Strategies

- The outreach strategies that affect the highest percentage of CGA participants are consistently:
  - High school counselors/teachers – 60%
  - Flyers at schools – 20%
  - Flyers around town – 20%
  - Radio PSAs – 10%



# Contact the “Go-To” People

- 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



# Maximize Use of Provided Materials

- 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.

**START UP TO  
A YEAR IN ADVANCE**

File as soon as possible after October 1st.  
Know your school(s) deadlines – they may be sooner than you think.

**FILE THE FAFSA**  
800-441-2982  
option #4

the ACPE  
Success  
Center

① **TO START - DETERMINE YOUR DEPENDENCY STATUS (SEE PAGE 4)**

② **CREATE AN FSA ID @ [WWW.FSAID.ED.GOV](http://WWW.FSAID.ED.GOV) (YOUR FAFSA LOGIN & DIGITAL SIGNATURE)**

Every student (and for dependent students, one parent) needs to create an FSA ID. Each FSA ID needs to be linked to its own email address. A parent can use the same FSA ID for multiple children.

- Provide an email address (each FSA ID requires a unique email address) and create your username and password  
*Note: the password must be a minimum of 8 characters that include an uppercase, lowercase, special character, and number.*
- Enter personal information (address, phone number, SSN, date of birth)
- Complete the four challenge questions and answers
- Check your email &/or mobile phone; copy/paste the verification code sent to you to confirm your email &/or mobile phone

③ **GATHER YOUR DOCUMENTS**

FOR BOTH THE STUDENT & PARENT OR SPOUSE (IF APPLICABLE):

- Social security numbers
- Prior-prior year's (PPY) tax info (such as IRS 1040, 1040A, or 1040EZ)
- Prior-prior year's (PPY) untaxed income records (social security, Temporary Assistance for Needy Families (TANF), child support received, interest income, or veterans noneducation benefits)
- Information on cash, savings, and checking account balances
- FSA ID

FOR THE STUDENT ONLY:

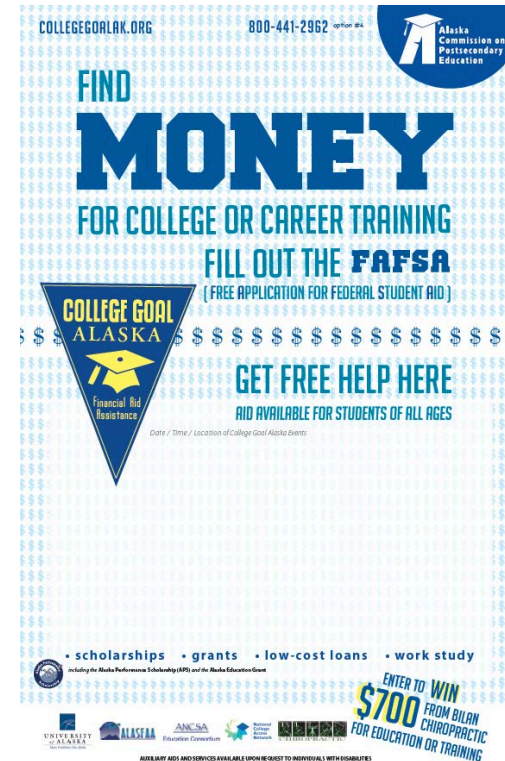
- Driver's license or state-issued ID (if available)
- Alien registration card (if not a U.S. citizen)

**WHAT IS PRIOR-PRIOR YEAR (PPY)?**  
Prior-Prior Year (PPY) is tax information from two years ago.  
For example, a high school senior planning to enroll in college or career training in Fall 2018 will file their FAFSA using tax information from 2017.



# Maximize Use of Provided Materials

- Print out CGA Flyers from CGA Website, include your event details, and hang the flyers in:
  - High schools
  - Grocery stores
  - Recreation/sports centers
  - Shopping malls
  - Libraries
  - Churches
  - Restaurants
  - Barbershops, etc.





# Maximize Use of Provided Materials

- Remember – CGA Postcards will be mailed to every Alaska high school senior.
- Use the extra postcards in your box to hand out to key influencers who will share them with potential attendees.



# Radio Public Service Announcements

- Radio PSA scripts are available in the Marketing section of Site Coordinator Resources on CGA Website.
- Distribute the PSAs to your local radio station and ask if they could air it as a community event free of charge.
- There is usually no fee for PSAs.



# Other Ways to Promote

- **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.
- **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.



# Other Ways to Promote

- **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 facebook page, or other social media platform, such as Twitter, Instagram, Snapchat, etc.



# Other Ways to Promote

- **Local Newspaper:** Send a copy of the press release (available in the Marketing section of Site Coordinator Resources on CGA Website) 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 School:** Go out to the high school early in the year and give a brief introduction of Financial Aid. Let them know about upcoming College Goal Alaska events.



# Drawings & Door Prizes

- If you get local donations for door prizes for your CGA event, publicizing a drawing may encourage attendees to come to the event – it can also help make the event more fun!



# Questions?

E-mail CGA Statewide Coordinator at [eed.acpe-cga@alaska.gov](mailto:eed.acpe-cga@alaska.gov)

