EMAIL TO PARENTS

EMAIL 1: SENIOR YEAR KICKOFF
RECOMMENDED SEND DATE FOR COUNSELORS: OCT.

Subject line options:

- **Free money for your senior's next chapter**
- **Funding your child's future with the Michigan Achievement Scholarship**
- **Important details about the Michigan Achievement Scholarship**
- **Thousands of dollars in free money for all Michigan graduates**

Body copy:

Dear Parents and Guardians,

It's hard to believe your student is now two months into their senior year. Graduation will be here before you know it.

As a friendly reminder, if you haven't already, now is a great time to start talking with your senior about their future. After graduation, the majority of students tend to choose one of three paths:

- **Two-year community college**
- **Four-year college or university**
- **Career training**

If your student plans on attending any of the above, I have good news. **Chances are, they can get free money for college or career training, thanks to the Michigan Achievement Scholarship.**

This scholarship is not based on their GPA or academic achievements. And financial awards are less income-based than you might think. It's open to all Michigan graduates to help them hit the ground running as they begin their next chapter.

To apply for the Michigan Achievement Scholarship, all you have to do is complete the FAFSA with your child. It takes most people about 30 minutes or less to finish. You can learn more at mi.gov/achievement.

As always, I am available to help answer any questions you may have about this scholarship, or in identifying schools that may be a good fit for them.

Sincerely,

[Counselor Signature]

EMAIL TO PARENTS

EMAIL 2: FAFSA INTRO
RECOMMENDED SEND DATE FOR COUNSELORS: NOV.

Subject line options:

- **FAFSA: What is it and why is it important?**
- **FAFSA 101: Getting started with your Free Application for Federal Student Aid**
- **How to get started with FAFSA**
- **Understanding FAFSA: What you need to know**

Dear Parents and Guardians,

As the parent or guardian of a high school senior, you've likely been hearing a lot about the Free Application for Federal Student Aid, also known as FAFSA.

If you're new to FAFSA, it can feel overwhelming. Trust me, I understand. As your child's senior counselor, I'm here to help make the FAFSA process and purpose easier to understand. To start, did you know it takes most families just 30 minutes or less to complete?

Keep reading for more helpful FAFSA info to help you and your child take advantage of all the resources at their disposal — including the generous Michigan Achievement Scholarship.

FAFSA keeps education affordable in many ways:

- **The FAFSA is not just for student loans.** It also opens the door to grants and scholarships that can be obtained only by completing the FAFSA — that's free money for college or career training that does not have to be paid back.
- **For example, the Michigan Achievement Scholarship offers three pathways to thousands of dollars in free money for college or career training** that can significantly lower your costs — and to apply for all three pathways, all you have to do is complete the FAFSA.
- **There is more money available to Michigan students than ever**, so you may qualify for more grants and scholarships than you think!

EMAIL 2 CONTINUED: FAFSA INTRO

Getting started with FAFSA

Here are some quick tips for filling out the FAFSA. You can find more detailed instruction here, on Michigan's FAFSA checklist.

- **Create StudentAid.gov accounts.** You will need one for your child and a separate one for yourself. Please keep your username and password handy, as you will need them to access the FAFSA form.
- **Have your information easily accessible**. You'll need your and your child's Social Security number, along with financial information such as tax returns and bank balances.
- **Students go first**. It's recommended that your student fill out their portion of the FAFSA before you begin your part of the form. Once their FAFSA is signed and sent back, parents can begin their part. Please note only one parent or legal guardian has to fill it out.

It's best to get started with FAFSA early. Don't wait until the last minute because many scholarships are awarded on a first-come, first-served basis. That means the more you delay, the more free money for college or career training you could be missing out on!

As always, feel free to contact me with any questions or concerns. I am always happy to help!

Sincerely,

[Counselor Signature]

EMAIL TO PARENTS

EMAIL 3: FAFSA DEADLINE APPROACHING
RECOMMENDED SEND DATE FOR COUNSELORS: FEB.

Subject line options:

- **Reminder: Complete your FAFSA**
- **Don't put it off: Complete your FAFSA**
- **Friendly reminder to complete your FAFSA**
- **Don't leave money on the table. Complete your FAFSA ASAP.**

Dear Parents and Guardians,

The school year is flying by! In just a few short months, the Class of 2027 will proudly don their caps and gowns for graduation.

If you haven't already, this is a friendly reminder to complete your FAFSA. Too many families tend to put it off until the last minute, which often results in unnecessary stress and hurried decision-making.

FAFSA is the key to making college and career training far more affordable. Failing to complete it puts your child at a serious disadvantage. Without a completed FAFSA, they could miss out on thousands of dollars in free money for college or career training.

When you complete your FAFSA this month, you'll be on track and better prepared to help your child determine their next move after graduation. Time is running out, so please make it a priority.

It's easier than you think.

Many people put off completing their FAFSA, only to be shocked by how easy and quick the process is. The entire form takes most only 30 minutes or less to complete!

To fill out your FAFSA, make sure you have:

- **StudentAid.gov accounts:** You'll need separate accounts for you and your child.
- **Social Security numbers:** Make sure to have you and your child's Social Security numbers on hand.
- **Financial information:** To save time, ensure you have access to pertinent financial information such as bank account balances and tax returns.

We're here to help

Have questions or need help filling out the FAFSA? Let me know! We're here to offer support and answer any questions you may have about the FAFSA, the Michigan Achievement Scholarship or any other grants or scholarships that may be available to your senior.

Sincerely,

[Counselor Signature]