Email Communication to Your **SENIORS**: Determine the Cost of College

**Suggested Subject Line**:

How to pay for college

**Copy**:

Dear **[student],**

The cost of college is more than just tuition and fees. As you compare your college options, you’ll have to keep in mind several “total costs,” like sticker price, net cost, and net price. If you don’t know what these are, don’t worry. Check out [this great article](https://www.act.org/content/act/en/students-and-parents/class-of-2018.html) which provides definitions for each of the costs along with:

* A guide to help you pay for college
* Questions to ask your college’s financial aid office
* Information on how to afford college

If you have any further questions about the financial aid process, please come see me.

**[Signature]**

Email Communication to **PARENTS** of **SENIORS**: Determine the Cost of College

**Suggested Subject Line**:

How to pay for college

**Copy**:

Dear **[First Name],**

The cost of college is more than just tuition and fees. You and your child will have to keep in mind several “total costs,” like sticker price, net cost, and net price. If you need clarification on what these costs are, check out [this great article](https://www.act.org/content/act/en/students-and-parents/class-of-2018.html) which provides definitions for each along with:

* A guide to help pay for college
* Questions to ask the college’s financial aid office
* Information on how to afford college

If you have any further questions about the financial aid process, please don’t hesitate to contact me.

**[Signature]**