**Email Communication to Your SENIORS: Financial Aid Resource**

**Subject Line:**

The Importance of Financial Aid

**Copy:**

[FIRST NAME],

There’s a lot of financial aid out there. My advice to you – Go get it. Don’t leave money on the table.

Most students qualify for and depend on financial aid–in fact, 85% of students at 4-year institutions and 78% of students at 2-year institutions receive financial assistance. Understanding and getting financial aid may open your eyes to opportunities you didn’t think were possible.

But, I also know that financial planning for college can be a difficult and complicated task. So, [start here](http://pages.act.org/financial-aid-help.html). This resource will help you start looking for financial aid and give you an idea of how to apply for it.

If you have further question, please come see me.

[YOUR NAME & TITLE]

**Email Communication to PARENTS of SENIORS: Financial Aid Resource**

**Subject Line:**

The Importance of Financial Aid

**Copy:**

Dear [FIRST NAME],

Financial aid is a great way for your child to pay for college. In fact, most students qualify for and depend on financial aid–85% of students at 4-year institutions and 78% of students at 2-year institutions receive financial assistance.

My advice – help your child understand and go get what’s out there.

But, I also know that financial planning for college can be a difficult and complicated task. So, have your child start their [financial aid search here](http://pages.act.org/financial-aid-help.html). This resource will give your child an idea of how to find and apply for it.

If you have further questions, please don’t hesitate to contact me.

[YOUR NAME & TITLE]