Email Communication to Your **SENIORS**: How to pay for College

**Suggested Subject Line**:

How to help pay for college with financial aid

**Copy:**

Dear **[student],**

When it comes to college funding, the biggest misconception many of my past students have thought is that their family made too much money, and therefore not eligible for funding. In fact, this may be the top reason why students don't receive as much money as they are eligible to. Colleges are responsible for distributing the federal government's funding, as well as their own endowment funds. Discover ways you can eliminate the financial stress of college by maximizing your knowledge of financial aid.

To help you do this, [check out this article which explains:](https://www.act.org/content/act/en/students-and-parents/class-of-2019.html)

* *The basics: Financial aid 101*
* *How to pay for college*
* *Where to find financial aid*

If you have further questions on this topic, please schedule a time to come see me.

**[Signature]**

Email Communication to **PARENTS** of **JUNIORS**: How to pay for College

**Suggested Subject Line**:

How to help pay for college with financial aid

**Copy:**

Dear **[First Name],**

It's your child's last year of high school, and you want to help them make good choices. One of those choices facing you and your child is filing for financial aid. The biggest misconception to college funding is parents think they make too much money, so and therefore their child is not eligible for additional funding. In fact, this may be the top reason why students don't receive as much money for which they are eligible. Colleges are responsible for distributing the federal government's funding, as well as their own endowment funds. In fact, Federal funding is a very small amount of the overall funding that your child might be eligible for.

To help you and your child do this, [check out this article which explains:](https://www.act.org/content/act/en/students-and-parents/class-of-2019.html)

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If you have further questions on this topic, feel free to contact me.

**[Signature]**