

FAFSA EVENT PLANNING CHECKLIST

1. PRE-EVENT PLANNING

SECURE A VENUE

- School auditorium, library, cafeteria or community center.
- Ensure tables, chairs and power outlets are available.
- Confirm if tech will be provided or not (laptops, iPads, etc.).
- Confirm Wi-Fi access and test connectivity in advance.
- Confirm there is enough room to allow you to space out attendees and provide them privacy while they complete their FAFSA.
 - We recommend finding a space that will allow you to designate a private area for students and parents to ask sensitive questions.

CHOOSE DATE(S) & TIME(S)

- Consider after-school hours, weekends or a school day with early dismissal.
- Keep school closing days in mind.

REMEMBER TO SHARE EVENT INFO FOR ALL YOUR EVENTS WITH US

- If our FAFSA Event Digital Toolkit and this checklist have inspired you to host additional public FAFSA events, remember to visit our FAFSA Event Digital Toolkit form again and submit all event information. If your event is public, it may even be featured on our MI Student Aid website!

* *Only events that are labeled as “Interested in having MiLEAP help promote your event” on the form may be featured on the website.*

GATHER EQUIPMENT & SUPPLIES

- Laptops, iPads or school Chromebooks (fully charged or with chargers).
- Extra extension cords and power strips.
- Strong, reliable Wi-Fi access for multiple users.
- Printed FAFSA materials from the digital FAFSA Event Toolkit.
- Pens, notepads and scratch paper.
- Welcome signage and sign-in sheet to collect info from attendees if you'd like to follow up.
- Signage or handouts that include Federal Student Aid phone line: 800-4FED-AID.



✔ RECRUIT STAFF & VOLUNTEERS

- Determine financial aid professional(s) who can lead event and provide hands-on assistance.
- School counselors and teachers.
- Financial aid professionals from colleges, community colleges, your local credit union, etc.

✔ FIGURE OUT YOUR # OF EXPECTED ATTENDEES

- Create a registration page through your internal event management system.
- If you do not have one, you can use an online one like Eventbrite.com or create a Google Form to collect attendee information.

✔ PROMOTE THE EVENT (IF IT'S OPEN TO THE PUBLIC)

- Send emails to students and parents.
- Create posters and/or flyers using assets from the digital FAFSA Event Toolkit and hang around schools, libraries, local community centers, etc.
- Create a Facebook event and share.
- Post on all your social channels (Facebook, Instagram, TikTok, etc.).
- Add event details to the school website.
- Include information in morning announcements.

✔ PREPARE PRE-EVENT COMMUNICATIONS

- Send reminder emails one week prior and the day before the event.
- Put reminder handouts/flyers in student folders or other printed comms that go to parents.
- Messaging:
 - One-Week Reminder:
 - Remind students to create their StudentAid.gov account (and accounts for their contributors) at least three days before the event.
 - Remind students to bring necessary documents (Social Security number, tax forms, parent info).
 - Next-Day Reminder:
 - Remind students to bring necessary documents (Social Security number, tax forms, parent info).



2. DAY-OF-EVENT SETUP & EXECUTION

✔ SET UP THE SPACE

- Arrange tables and chairs to allow for privacy while students complete their FAFSA.
- Set up a check-in station to track attendance.
- Assign volunteers to answer questions and troubleshoot issues.

✔ TECH CHECK

- Test Wi-Fi connection for multiple users.
- Ensure all devices are functioning and charged.
- Test-run your slideshow/presentation if you are presenting one.
- Have printed FAFSA one-pagers from the digital FAFSA Event Toolkit as take-homes if needed.

✔ REGISTRATION & CHECK-IN

- Have a sign-in sheet or digital check-in process.

✔ ON-SITE ASSISTANCE

- Have volunteers available to assist students with login issues and FAFSA questions.
- Have someone dedicated to troubleshooting simple IT issues (Wi-Fi connection, etc.).

✔ REFRESHMENTS & BREAK AREAS (OPTIONAL)

- Provide light snacks and water for attendees; events with incentives typically have higher turnout.

✔ COLLECT FEEDBACK

- Distribute a quick survey to gather feedback on the event's effectiveness.

3. POST-EVENT FOLLOW-UP

✔ SEND THANK-YOU NOTES

- Thank volunteers, staff and financial aid professionals.
- Acknowledge student participation.

✔ REVIEW ATTENDANCE & SUCCESS METRICS

- How many students completed their FAFSA?
- Identify areas for improvement for future events.

✔ SEND REMINDERS FOR NEXT STEPS

- Encourage students to check FAFSA processing status.
- Provide more detail on financial aid opportunities such as the Michigan Achievement Scholarship.