Winter Renewal Campaign Messaging

*Renewal campaign emails are sent in October, when the FAFSA form becomes available for the new cycle year. Subsequent reminder emails are sent via the winter renewal campaign in the winter to individuals who meet the campaign criteria and have not yet submitted a FAFSA form (Renewal eligibility flag = Y). Emails are sent to parents and students, in English and Spanish.*

# **Dependent Student— No Pell— English**

Subject: Renew your FAFSA form now with a few easy tips

Preheader text: Don’t lose out on money you need for school

**{First Name}, Renew Your FAFSA® Form Before It’s Too Late!**

**Complete the FAFSA® form**

 **COMPLETE THE FAFSA® FORM**

Time’s running out to ensure you’ll get the financial aid you need for school. To make the process easier and avoid snags later, follow these tips:

1. **Act now:** If you’re going to school between July 1, 2020, and June 30, 2021, and need federal financial aid, you must renew your *Free Application for Federal Student Aid* (FAFSA®) form as soon as possible.
2. **Take advantage of first-come, first-served state aid money:** Many state programs eventually run out of funds. Learn your state’s FAFSA deadline, check your school’s website, or contact your school’s financial aid office for state and school deadlines.
3. **Download the myStudentAid mobile app**: Find it at the Apple App Store or Google Play to complete the FAFSA form anytime, from anywhere.
4. **Have tax information handy:** If you’re eligible, use the IRS Data Retrieval Tool to automatically transfer 2018 tax information into your FAFSA form. You’ll need your and your parents’ Social Security numbers, birth dates, tax filing statuses, and addresses.

Sincerely,

Federal Student Aid

U.S. Department of Education

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Federal Student Aid

U.S. Department of Education

# **Dependent Student— Pell— English**

Subject: Your Pell Grant depends on a new FAFSA form

Preheader text: Fill out your form now to qualify for aid next year

**{First Name}, Apply for a Federal Pell Grant Before It’s Too Late!**

**Apply for a Pell Grant**

To apply for a new Federal Pell Grant for the coming school year, you must renew your *Free Application for Federal Student Aid* (FAFSA®) form. Make the process easier with these tips:

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Sincerely,

Federal Student Aid

U.S. Department of Education

# **Parent— No Pell— English**

Subject: Renew your child’s FAFSA form now

Preheader text: Don’t lose out on money your child needs for school

**{First Name},** **Renew Your Child’s FAFSA® Form Before It’s Too Late!**

**Fill out the FAFSA® form now**

Help your child get the financial aid he or she needs for school by completing the parent portion of the *Free Application for Federal Student Aid* (FAFSA®) form now. The process is easy; simply use the following tips:

1. **Act now:** If your child is going to school between July 1, 2020, and June 30, 2021, and needs aid, you *must* renew the parent portion of his or her FAFSA form as soon as possible.
2. **Take advantage of first-come, first-served state aid money:** Many state programs eventually run out of funds. Learn your child’s state FAFSA deadline, or contact the school’s financial aid office for state and school deadlines.
3. **Download the myStudentAid mobile app**: Find it at the Apple App Store or Google Play to complete the FAFSA form anytime, from anywhere.
4. **Have tax information handy:** If you’re eligible, use the IRS Data Retrieval Tool to automatically transfer 2018 tax information into the FAFSA form. You’ll need the save key from your child, your Social Security number, birth date, tax filing status, and address.

Sincerely,

Federal Student Aid

U.S. Department of Education

# **Parent— Pell— English**

Subject: Does your child need a Federal Pell Grant?

Preheader text: Help him or her by renewing the FAFSA parent portion

**{First Name}, Don’t Lose Out on a Potential Pell Grant for Your Child!**

**Fill out the FAFSA® form now**

Help your child get the Pell Grant he or she needs for school by completing the parent portion of the *Free Application for Federal Student Aid* (FAFSA®) form now. The process is easy; simply use the following tips:

1. **Act now:** If your child is going to school between July 1, 2020, and June 30, 2021, and needs aid, you *must* renew the parent portion of his or her FAFSA as soon as possible.
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