



# Tips for a Successful Event

▼ Insert Event Date ▼

Month Day Time Year

## Now it's time to publicize your event.

Here are a few tips to make sure you have a successful Financial Aid Event!

### 30 Days Prior:

- Send invites via email or postal mailing. PHEAA can provide you with postcards to be distributed in class or mailed directly to your students' homes. These FREE postcards, printed with the date and time of your event, are sent to you approximately 1 month before your event. Contact your Access Partner if you are interested in these postcards.
- Hang posters throughout the school. PHEAA will provide two customizable posters – Simply fill in the date, time, and location, and post them in high-traffic areas. Contact your Access Partner if you need additional posters!
- Use social media – create Facebook and Twitter announcements.
- Advertise through the local newspaper or radio station.
- Announce your event on the school's public address system.
- Create and distribute flyers in the school and within the community (grocery store, libraries, recreation centers, etc.).

PHEAA offers a FREE Financial Aid Event Toolkit online with additional promotional items such as: ads for school publications, web banners, parent reminders, scripts for morning announcements, and much more! Visit [PHEAA.org/FANToolkit](http://PHEAA.org/FANToolkit).

**QUESTIONS? Contact your Higher Education Access Partner!**



Pennsylvania Higher Education Assistance Agency

### One Week Prior:

PHEAA will ship all of your Financial Aid Event materials directly to your site approximately one week prior to your scheduled event. We will include a checklist of materials for your reference, also included below.

- Open PHEAA package to ensure all necessary materials are included.
- Verify and confirm details of the venue – confirm audio visual needs and any special instructions.
- Continue to promote event by sending announcements.
- Ensure all materials and publications are ready for distribution to participants.

**REMINDER:** You will **NOT** need to order any supplies – below is the listing of materials we will ship for your event.

- PA Student Aid Guide
- FAFSA Tipsheet
- Scholarship Tipsheet
- Directional Posters
- PA Forward Private Student Loan Brochure
- PA Treasury Brochure (PA 529)
- Account Access Bookmark
- FSA ID Bookmark
- MySmartBorrowing Bookmark

### Day of Event:

- Set up sign-in sheet.
- Check that microphones, speakers, computer, projector, and internet work.
- Post the directional posters PHEAA has provided to direct attendees to the event and restrooms.
- If necessary, designate staff to help with parking or post parking signs.