FINANCIAL AID TOOLKIT

A New Resource for Organizations That Prepare Students and Families Financially for College

Federal Student Aid (FSA) recently launched the Financial Aid Toolkit (FinancialAidToolkit.ed.gov). The toolkit consolidates FSA resources into a searchable online database intended for use by organizations and individuals who interact with, support, or counsel students and families on making financial preparations for postsecondary education. While the toolkit's target audience is high school counselors and college access professionals, financial aid administrators may also find toolkit resources useful for their student outreach efforts.

Key Feature: The "Search Tools and Resources" Function

Use the toolkit's search function to find and sort resources by

- audience,
- topic,
- time of year for best use, and
- type of resource.

Simply visit the Search Tools and Resources page at FinancialAidToolkit.ed.gov/resources.

Explore the Financial Aid Toolkit at FinancialAidToolkit.ed.gov

Examples of the kinds of resources in the toolkit include

- outreach resources such as financial-aid-night materials, fact sheets, videos, infographics, and PowerPoint presentations;
- suggested messages for social media in the form of tweets, Facebook posts, and blog posts;
- information on embedding videos and infographics in your website;
- sample articles for organization newsletters and sample e-mails; and
- FSA publications.

You can also subscribe to an RSS feed to receive notification when resources are updated or are added to the website.

Other Site Features

In addition to the search-resources function, the toolkit includes the following sections:

- **Learn About Financial Aid** provides tips and resources to help counselors, college access professionals, and other mentors obtain a basic understanding of financial aid and the federal aid application process. This section includes updates on the *Free Application for Federal Student Aid* (FAFSA℠) and basic information about loan repayment.
- **Conduct Outreach** features key outreach topics and resources that are of interest to school counselors and mentors. Topics include hosting a financial-aid night, reaching certain target audiences (e.g., parents, military), using social media, and more.
- **Get Training** shares information about such professional development opportunities as classroom training, webinars, and resources for self-instruction. This section includes information about the National Training for Counselors and Mentors (NT4CM) initiative.