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FOR
COLLEGE!
IT'S THAT
EASY.

COME TO COLLEGE
GOAL SUNDAY

+ FILL OUT THE FAFSA

YOU CAN GO TO COLLEGE



2009 Massachusetts College Goal Sunday

Program Partnership Opportunity



January 25, 2009



www.MassCollegeGoalSunday.org or call 877-4CGSMAS



What is College Goal Sunday?

College Goal Sunday was founded in 1989 by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc., and with supplemental support from Lumina Foundation for Education. "College Goal Sunday was brought to Massachusetts in 2005 and is supported and administered by members of the Massachusetts Association of Student Financial Aid Administrators (MASFAA). Massachusetts College Goal Sunday has served over 3200 students so far.

College Goal Sunday is a charitable effort to bring families of college-bound students together with financial aid professionals to eliminate the information gap on the availability of financial aid for underserved students. The Massachusetts mission is to:

- Provide free on-site help to complete the Free Application for Federal Student Aid (FAFSA), the federally required form to apply for financial aid.
- Educate underserved students, including low-income, minority and first generation families, that college is a viable option after high school.
- Increase the number and quality of FAFSAs filed in Massachusetts.

Campaign Components

College Goal Sunday Event Day

Annually, on the last Sunday in January, financial aid experts at multiple sites throughout Massachusetts will walk students through completion of the FAFSA by means of a detailed presentation and one-on-one assistance.

This free-to-the-public, high energy, engaging event will be held in the following cities and towns:

- | | | |
|-----------------|--------------|---------------|
| ■ Athol | ■ Fitchburg | ■ New Bedford |
| ■ Barnstable | ■ Framingham | ■ Pittsfield |
| ■ Boston | ■ Holyoke | ■ Somerville |
| ■ Brockton | ■ Hyde Park | ■ Springfield |
| ■ Charlestown | ■ Lawrence | ■ Waltham |
| ■ Chelsea | ■ Lowell | ■ Worcester |
| ■ Chestnut Hill | ■ Lynn | |
| ■ Fall River | ■ Malden | |

Each College Goal Sunday site will offer detailed instruction in completing the FAFSA, an educational prize drawing, giveaways and one-on-one assistance from financial aid experts.

Additional Components

Promotional Campaign

This four-month, aggressive grassroots campaign is focused in local communities to educate students about the importance of filing the FAFSA. An extensive publicity, promotional and awareness campaign is underway in partnership with educational, community and business leaders.

The Importance of Your Partnership

- Each year there are more than 1.5 million students that do not fill out the FAFSA who would, in fact, be eligible for financial grants.
- 83% of survey respondents indicated they could not have completed the FAFSA properly on their own; 49% of attendees' parents have no college degree; and 63% of attendees met the target population as a racial/ethnic minority, low-income or first generation college student.
- One third of the Boston Public Schools have a college and training program enrollment rate of less than 60%.
- Twenty school districts in Massachusetts have a minority student enrollment that exceeds 30%.
- Smaller districts such as Fitchburg, Marlborough and Southbridge serve significant numbers of students who don't speak English at home.
- Your tax-deductible donation keeps open the door of opportunity to underserved students.
- Your partnership has the ability to create a better world for students – one that might not be possible without your support.
- Partners will benefit from incredible goodwill by supporting this great youth program.
- Together we can give high school graduates a future filled with hope and promise.

Program Partnership Opportunity - \$10,000

Your organization will be cited as a Program Sponsor for College Goal Sunday in Massachusetts and will be afforded the following:

- Promotion in a comprehensive outreach program which extends into the school systems in Massachusetts, community education centers, faith-based organizations and local businesses.

On-Site Visibility

- Representation on all signage, press material and promotional material at each College Goal Sunday site.
- Recognition from the podium at each Massachusetts College Goal Sunday site.
- Your staff may volunteer for the event and wear their organizational name tag.

Full Promotional Overlay Rights

- Link from the Massachusetts College Goal Sunday web site to your organization's web site.

Media

- Name listed on media releases that specifically highlight your organization's involvement in Massachusetts College Goal Sunday.
- Identification on all printed material for Massachusetts College Goal Sunday.

Make A Difference For Students, For Families, And For Your Community!

- I/We would like to make a tax-deductible donation of \$10,000 to 2009 Massachusetts College Goal Sunday as a proud partner.

Name: _____

Title: _____

Company: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Please make checks payable to:

Massachusetts Association of Student Financial Aid Administrators

c/o MASFAA

P.O. Box 66003

Auburndale, MA 02466

Contact Catherine Nelson **(781) 736-3708** if you have any questions or would like the opportunity to customize a partnership package for your organization.



www.masscollegegoalsunday.org • info@masscollegegoalsunday.org • (877) 4-CGSMAS

The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc., and with supplemental support from Lumina Foundation for Education.

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