



June 2017

# Form Your Future: A National FAFSA Completion Campaign

NCAN

# 56%

**COMPLETION RATE ISN'T GOOD ENOUGH**

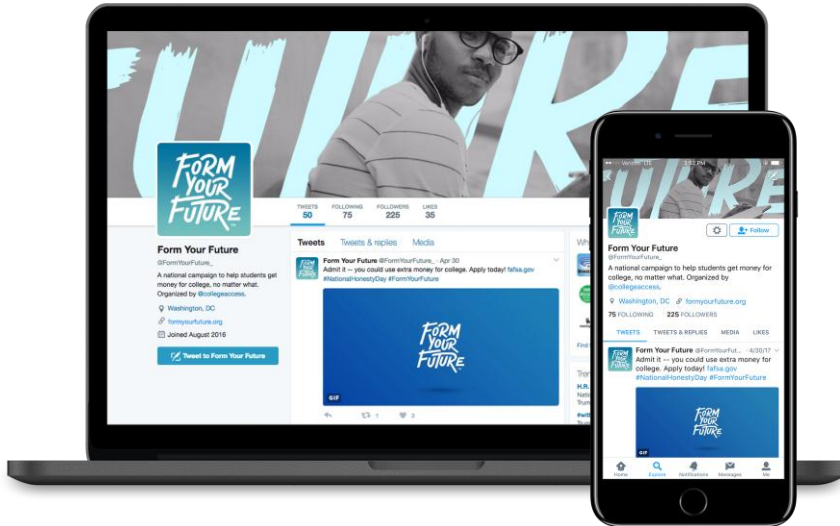
And the rate is lower in low-income communities.

Good news:

**Completions are up!**

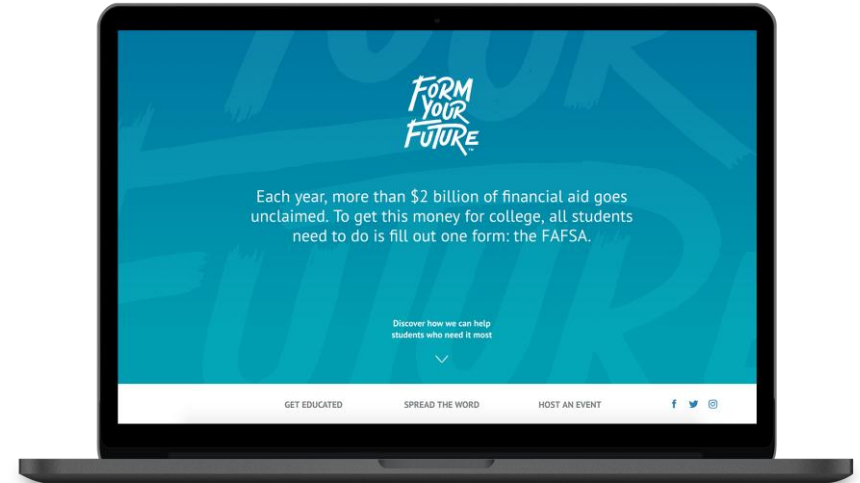
We designed FYF social channels:

**To meet students where they are.**



Plus, we created three toolkits for supporters.

**Get educated.  
Spread the word.  
Host an event.**



FORM  
YOUR  
FUTURE™

FORM  
YOUR  
FUTURE

Each year, more than **\$2 billion** of financial aid goes unclaimed. To get this money for college, all students need to do is fill out one form: the FAFSA.

Discover how we can help students who need it most

00001%

CHANCE OF PICKING A  
PERFECT BRACKET



CHANCE OF LANDING  
A HOLE-IN-ONE

0.012%



CHANCES OF  
ANTONIO BROWN  
DROPPING  
THE BALL



2%

CHANCE TONIGHT'S GAME  
WILL END IN A TIE



A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The image is heavily desaturated with a dark blue tint. The text 'The Results.' is overlaid in the center in a large, white, sans-serif font. The background shows the laptop screen and keyboard, with the person's hands and arms visible. The overall mood is professional and focused.

The Results.

# RESULTS

## Supporter Campaign

## Student Campaign

OBJECTIVES

AWARENESS.

ENGAGEMENT.

AWARENESS.

ENGAGEMENT.

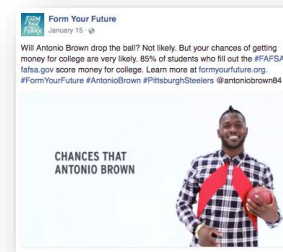
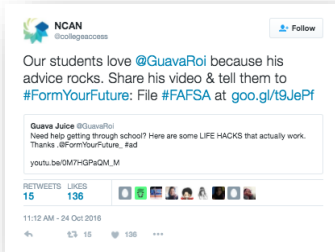
KPIS

157,570  
Total Impressions<sup>1</sup>

3,852  
Engaged sessions<sup>2</sup>  
(31% of sessions)

18,715,262  
Total Impressions<sup>3</sup>

0.81%  
Link click through rate<sup>4</sup>



<sup>1</sup>NCAN social media impressions + FYF.org sessions

<sup>2</sup>FYF.org sessions that performed an action

<sup>3</sup>Paid social + FYF organic impressions + social influencer impressions

<sup>4</sup>Fafsa.gov link clicks/impressions

DRIVING SUCCESS:

154,858

Campaign clicks to [fafsa.ed.gov](https://fafsa.ed.gov)



**Join us!**



*Building Connections. Advancing Equity. Promoting Success.*

[www.collegeaccess.org](http://www.collegeaccess.org)