

School Guide for Implementing a 2024 StudentAid.gov Account Creation Campaign

This package of materials and instructions is intended to support states, schools, and other financial aid partners in creating their own email and event campaigns that encourage high school seniors to create StudentAid.gov accounts prior to the general release of the FAFSA on or before December 1, 2024.

States and schools that ran similar campaigns in 2023 tended to have higher form completion rates than those that did not. Having students and parents create studentaid.gov accounts in advance can also help support more successful FAFSA nights and other financial aid activities you may be planning. We hope these materials will be helpful in your efforts. If you have any issues, please reach out to the Federal Student Aid Information Center (FSAIC).

Note: When someone creates a StudentAid.gov account, their credentials (username and password) to log into their account are called their FSA ID. In past FAFSA campaign support materials, we encouraged students and parents to get an FSA ID. We are shifting our focus to encouraging them to create a StudentAid.gov account, which encompasses their entire account, rather than an FSA ID, which is just the username and password of their account. Students will use their StudentAid.gov account for many other activities throughout their financial aid journey, such as completing a Master Promissory Note if they receive a student loan.

Template materials provided:

- An email campaign template
- A PDF version of the “Everything You Need to Know About Creating a StudentAid.gov Account” resource (also available as a link on StudentAid.gov in early October)
- A PDF version of the “Who needs a StudentAid.gov Account for the FAFSA Form” infographic (also available as a link on studentaid.gov)
- Link to a new “Who is my FAFSA Parent” wizard that can help parents and students determine who needs to contribute to a student’s FAFSA form (available by early October)
- Spanish versions of all documents

How to use the materials:

- The links to the online resources referenced above will not be available on StudentAid.gov until the beginning of October. Please do not send out campaigns with these links until you can verify that the links are live.
- The email template is targeted at dependent students. If your population has a higher proportion of independent students, you may want to modify the language to be less focused on having parents also create their StudentAid.gov accounts.
- State boards will be receiving regular updates during the months of October and November on account creation rates by county and zip code. Schools can use these to assess the impact of any email campaigns and events conducted.
- Many schools have had success following up an email campaign with StudentAid.gov account creation events similar to FAFSA nights. This is recommended for schools who know their students might not have access to supported devices or reliable internet at home. See below for additional tips on creating successful events.

Tips to create successful account creation events:

- If possible, lower firewall restrictions during the event to reduce network errors experienced by participants.
- At some events within school networks, some users experience an error on the last page of account creation that states an unknown error occurs. The student is still able to create an account. If your student experiences this issue, have them continue through the flow (if possible) or have them try to log in to their account. If they can't log in, they should try to create their account again. Students are usually able to either log into their account even without reaching the success screen, or creating an account on a subsequent attempt.
- Allow enough time for students to create their accounts without rushing. It takes approximately 20 minutes to review the email and create a new account.
- Ensure there is good internet access and cell service to enable secure codes to be received by participants via email and SMS when setting up two-factor verification for their accounts.
- Ensure students have access to their cell phones so they can enable two-factor verification using their mobile phone numbers on their accounts.
- At times when large numbers of students attempt to request secure codes for their two-factor verification on the same network at the same time, they may experience an error. Having participants request codes in small batches of 5 or less at a time may reduce this error rate.
- Have a card that participants can use to write down their credentials (username and password) as well as their backup code for future use.
- Get contributors involved! If possible, invite contributors to the event or send a follow up to potential contributors to create their accounts too. Remind students to ask their parent to create an account at the end of the event.