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**OREGON  
COLLEGE  
CASH  
CAMPAIGN**

Coordinator Handbook

# WHAT IS OREGON COLLEGE CASH CAMPAIGN?

Oregon College Cash Campaign (CCC) is a school's collection of events and activities that are coordinated under one goal: ensuring that students have appropriate financial resources to attend college. This handbook contains suggestions for possible programming. You do not need to do everything you see here! Feel free to add your own ideas. **Successful campaigns focus on both FAFSA/ORSAA completion and scholarships, as well as providing students and families with information about educational loans and financial literacy.**



For many students and families, learning about and accessing financial resources for college occurs over a long period of time: the grant and scholarship season lasts several months, and financial aid may play a large role in where a student chooses to attend college. Because your campaign serves as an umbrella under which all of your financial aid activities will occur, you may host CCC events beginning in September and last until May or June. We anticipate that the majority of activity will occur between October 1, when the FAFSA and ORSAA open, and March 1, the final deadline for OSAC scholarship applications.

Additional planning resources can be found at [oregongoestocollege.org/ccc](http://oregongoestocollege.org/ccc).



## WHO IS COLLEGE CASH CAMPAIGN FOR?

Everyone! All of our senior year events are designed to be inclusive, not exclusive. The goal of CCC is to help students and families access all of the financial aid resources for which they are eligible. Focus on all forms of financial assistance for college to help your students and families make the best decisions for their circumstances. Hosting events and activities for both students and families will increase your success.

Set a goal to host at least one activity or event that helps students and families

1. Learn about financial aid;
2. Complete a FAFSA/ORSAA\*;
3. Submit scholarship and grant applications, including OSAC and Oregon Promise applications;
4. Compare financial aid awards and understand education loans, including how to decide when and what types of loans are worth the investment; and
5. Look ahead to developing a budget and managing money in college.

**\*Note\*** Throughout this handbook & accompanying resources, as well as on the Oregon Goes To College website and related materials, you will see FAFSA/ORSAA referred to together except when a task or deadline is specific to just one of the forms. We recommend you do the same in an effort to normalize ORSAA as the financial aid application that undocumented students must complete to access any state aid for which they qualify. The goal is to encourage undocumented students to feel confident that they'll receive support in completing financial aid documents, regardless of their immigration status.



North Marion High School



South Salem High School



# ADD VIRTUAL HELP TO YOUR CCC EVENTS



Take advantage of our partnership with the [Oregon Association of Student Financial Aid Administrators \(OASFAA\)](#). **Bring the financial aid experts into your school virtually.** Host a financial aid night and livestream a guest speaker. Join one of the statewide sessions followed by online, live one-on-one chatting with OASFAA volunteers, or request a speaker just for your small group.

## VIRTUAL FINANCIAL AID NIGHTS

Host an evening event at your school or organization and join us for a series of live streamed presentations with the experts. Topics include all the major themes CCC, such as a general overview of financial aid, applying for scholarships, budgeting for college, and more.

These monthly presentations will begin at 6:30pm, will last approximately 30 minutes, and be followed by live, online chatting for one-on-one assistance.

### What you'll need to host a group session:

- Computer with internet connection
- Large monitor or screen & projector
- Speakers
- Computers, tablets, or smartphones for individuals

During months you aren't able to host an event at school, [invite students and families to participate from home](#).

## SPEAKERS BUREAU



Request a virtual speaker for your financial aid night to present on financial aid basics, filling out the FAFSA/ORSA, comparing financial aid award letters, or other topics.

### What you'll need:

- Computer with internet connection
- Large monitor or screen & projector
- Speakers

For two-way communication, you'll also need a webcam and microphone.

*\*Some experts may be available for in-person presentations.*

Review the presentation schedule or request a speaker:

[oregongoestocollege.org/ccc](http://oregongoestocollege.org/ccc)



# COLLEGE CASH CAMPAIGN COORDINATOR CHECKLIST

## CAMPAIGN OVERVIEW

### Get ready.

- Review the Coordinator Handbook and materials. Contact Oregon GEAR UP with any questions. [E-mail](#) or use the "Contact Us" form on our website.
- Follow us on social media so you can keep up to date and share useful posts with students. We're on [Facebook](#), [Twitter](#), and [Instagram](#).

### Think ahead.

- Recruit your CCC team. Include a variety of people who will help plan and host your event - administrators, teachers, parents, and students are all good choices!
- Meet with them to choose what types of events—workshops for students, family nights, school-wide activities, etc.—you want to host.
  - Include at least one event that assists with each of the following to increase your students' awareness of all the different ways to pay for college: overview of financial aid, FAFSA/ORSAA completion, Oregon Promise & OSAC Scholarship application completion, understanding educational loans, and budgeting & financial literacy.
  - Set your objectives and goals for each event. What do you want participants to learn or do? How many people do you hope will participate?
- Decide what days, weeks, or months you will host activities.
  - Use the [12th Grade Events Planning Calendar](#) to map out your plan for all activities intended to help seniors apply, pay for, and go to college. This will help ensure you -and your students- aren't overwhelmed with tasks or events.
  - See the CCC Coordinator Handbook for suggested timelines/monthly themes.
- Register for the [FAFSA/ORSAA Challenge](#) to join statewide efforts to increase completion rates.
- [Sign up for FAFSA Plus+](#) to keep track of your students' FAFSA completion rates.

### Prepare students.

- Post or hand out a schedule of the year's events so students and families know what's coming.
- Encourage students to download the free It's A Plan mobile app for iPhone and Android.
  - The Oregon-specific app guides students through the ten key steps to apply, pay, and go to college and provides a safe place to store important information they'll need to complete their applications - like SSNs, usernames, and passwords.
  - The app is available in the Apple Store and Google Play.



# COLLEGE CASH CAMPAIGN COORDINATOR CHECKLIST

## BEFORE EACH ACTIVITY/EVENT

### Get ready.

- Add the event to your school/organization calendar.
- Reserve space. Do you need a computer lab, classroom or cafeteria?
  - If you will be using a computer lab, make sure they'll be functional during your event. Check websites students will use to be sure they aren't blocked by firewalls. For best results, check that computers have the most up-to-date version of Chrome, Internet, or Safari.
- New since 2018-19! Students can submit FAFSA using mobile devices, including smart phones. However, make sure computers are available for those who do not have mobile devices and those who will be completing the ORSAA.*
- Review your event objectives. How will you meet them?
- Plan for additional needs for after-hours or family events.
  - Will offering food or childcare increase the number of families who can participate? Can these services be donated? Make appropriate arrangements for your community's needs.

### Get help.

- Use guest speakers, especially for topics you are less comfortable leading. [Request a speaker.](#)
- Recruit volunteers. They can help welcome students & families to an event, answer questions, assist with filling out forms, set up/clean up, and a whole lot more.
  - Consider using younger students as volunteers when appropriate.
- Ask faculty and staff how they would like to get involved.

### Spread the word.

- Remind students and families about your event. Use your school's most effective means of communicating important information. Include suggestions of ways parents/guardians can help their senior prepare for the event.
  - Hint: completing the "My Plan" section of the It's A Plan mobile app is one great way!
- Remind teachers and staff about your event and encourage them to reinforce the importance of participating with their 12th grade students.
- Hang posters (color ones came with your CCC mailing) around your building to advertise the event.
- Send a press release to your local media if your event is open to the public or will include participation of the majority of your 12th graders. Invite them to send a reporter to cover the event.



# COLLEGE CASH CAMPAIGN COORDINATOR CHECKLIST

## DURING YOUR EVENT/ACTIVITY

### Prepare your space.

- Hosting an event that requires computers? Check that your district hasn't blocked relevant websites. Open the website on all computers where you want students and families to start.
- Designate a clear place where students will sign out so you can track who has participated and what they have accomplished.
  - Make it easier: print a complete list of your senior class to use as a sign-sheet during your event. Include space to ask if they have met the objective.
- Greet volunteers, give them a nametag, and assign them a job to do.
  - Tip: use the CCC "I Applied" stickers as nametags.

### Do it!

- Help students and families complete the task. Celebrate their successes when they do.
- Remind students to sign out on your sheet, including verifying they completed the task.
  - If families participated in your event, make note of the number in attendance.
- Post photos to social media and tag Oregon Goes To College. If your objectives included completing applications for scholarships or financial aid, add #IApplied as well.
  - Students can update their Facebook profile photo with the Oregon College Cash Campaign profile frame.

## AFTER YOUR EVENT/ACTIVITY

### Follow up.

- Complete the [CCC Coordinator Survey](#).

### Evaluate.

- Debrief with your planning team and volunteers. What went well? What will you change?
- Decide if you need to offer any additional support related to this theme, topic, or objective.

### Look ahead.

- Begin planning your next activity or event designed to help students pay for college.



# PLANNING YOUR EVENTS

## MAKE A SCHEDULE

- **Decide how many activities, workshops, or events you want to host during the year.** Try to host at least one event that helps students accomplish the critical tasks of applying for various types of financial aid. Choose what makes sense for your school. That could mean one event per type of aid, or it could mean providing time and space for students to accomplish multiple applications.
- For each activity or event:
- **Select the date(s)** – be thoughtful about timing; spread activities out over the months-long campaign to help students organize their college planning
- **Identify your primary audience:** students, families, or both.
- **Determine who is responsible** for planning and hosting the event
- **Compare your CCC schedule to other major school events or activities**, especially those for seniors. You may want to use the [12th Grade Events Planning Calendar](#) to help map out the necessary tasks to help students apply, pay, and go to college. Make adjustments as necessary.

Based on the dates and deadlines set by Federal and State agencies, we suggest the following general timeline for focusing on key topics:

SEPTEMBER	OCTOBER	NOVEMBER*	DECEMBER	JANUARY
Financial Aid Overview	FAFSA/ORSAA Completion	Oregon Promise & OSAC Scholarship Applications	Other Scholarship Applications	FAFSA/ORSAA Completion <i>Catch-up for those who missed it earlier.</i>
FEBRUARY	MARCH	APRIL	MAY	
OSAC Scholarship Applications <i>Catch-up for those who missed it earlier.</i>	Other Scholarship Applications <i>Catch-up for those who missed it earlier.</i>	Understanding Financial Aid Awards & Student Loans	Budgeting	

**\*Special Consideration\*** Think about how you might integrate your CCC and College Application Week activities. CAW is in November. For students who have already completed their college applications—or for students who quickly complete their applications—providing resources to get started on paying for college is a great next step.



# PLANNING YOUR EVENTS

## KEY QUESTIONS TO CONSIDER

Your CCC activities may range from a 30 minute classroom presentation about education loans to a day of FAFSA/ORSAA completion to a full Scholarship Week celebration. The amount of time you spend planning will vary depending on the type of event you host, but answering these [key questions for each event](#) will help keep you on track:

- **What is your objective for this activity?**
  - What do you want students/families to learn?
  - What do you want them to accomplish?
  - How will you help students/families meet the objective?
  - How will you know a student has met the objective?
- **How many students/families do you want to participate?**
  - How will you encourage participation? *(Remember that you have a supply of CCC posters that you can use to advertise your activities.)*
  - Do you need to offer any special accommodations like childcare or food to increase family engagement?
- **Where will you host your event?**
  - What kind of space do you need? Will students need to use computers?
- **Will you need volunteers?**
  - How will you recruit them? Do you need students, families, teachers/school staff, or community members?
  - What kind of training will they need?
  - Is this a good time to request virtual assistance from financial aid experts? [Request a speaker.](#)
- **How will you celebrate your students' accomplishments?**
- **How will you collect the required information for each event?**
  - **At the end of each activity**, you'll submit a (very) [brief survey](#) to let us know what you focused on and how many students and families participated and accomplished the objective.



# FINANCIAL AID OVERVIEW

Paying for college can be intimidating for all students and families, but it's especially so for low-income and/or first-generation families who may not believe they have the resources or information necessary to make it possible. Sharing information is one key way to help alleviate those fears:

- **Host a financial aid night.**
  - Include information about all the different types of financial aid students might be eligible for
  - Provide a calendar of your CCC events so they know when, where, and how assistance will be available
- **Be inclusive.** When possible, include information about paying for college as an undocumented student in all of your presentations. You never know if you might have a student or family who needs the information but is afraid to ask.

## RESOURCES

### Presentations

Download and present these ready-to-go slide decks with students and/or families.

- OSAC's [Finding Funds](#) presentation in English and Spanish includes an overview of general financial aid terms, OSAC-specific information, and tips for accessing scholarships and financial aid. **Note: OSAC staff and partners are available on a limited basis to present the workshop; request a presentation early.**
- Oregon GEAR UP's [Financial Aid 101: How to get money for college](#) includes an overview of college costs, type of financial aid, terms & definitions, and a to-do list for students and families in grades 9-12. The presentation includes an engaging activity called "The Financial Aid Race."

### Engaging Activities

Learning about financial aid *can* be fun!

- [Financial Aid Swat](#) is a fun activity to test students' knowledge about financial aid terms.

### Handouts & Websites

- [Paying for College](#): Information for Oregon students and families on the types of financial aid and answers to frequently asked questions.
- Print a copy of [Accessing College as an Undocumented Student in Oregon](#) in English or [Spanish](#).
- Hang Cost of College Myths posters (provided with your CCC promotional items).

### Expert Assistance

- [Request a speaker](#) (virtual or in-person) to bring financial aid experts into your presentations.



Students must complete the Free Application for Federal Student Aid (FAFSA) to be eligible for federal financial aid programs like the Pell grant and Stafford Loans. It is also the financial aid application that most students will need to submit to be eligible for state aid like the Oregon Opportunity Grant and Oregon Promise. Many colleges also use the FAFSA to determine institutional need-based aid.

Undocumented students are not eligible for federal financial aid programs, but many will be eligible for state aid and/or institutional aid. They should complete the Oregon Student Aid Application (ORSAA) instead of the FAFSA. (Note: some colleges may request that an undocumented student complete a [paper FAFSA](#) to be considered for institutional aid; these should not be submitted to the federal government.)

Completing the FAFSA/ORSAA can be daunting for some families. You can help:

- **Track your school's FAFSA completion rates.**
  - Use [weekly updates from the US Department of Education](#) to keep an eye on overall numbers.
  - [Register for FAFSA Plus+](#) with OSAC to receive regular updates about which of your students have submitted FAFSA so you can follow up with those who haven't yet done so.
- **Publicly display your progress.**
  - Use the [CCC FAFSA Completion poster](#) or a similar tool to show overall completion rates.
  - Use CCC "I Applied" stickers to celebrate students who complete required financial aid forms.
- **Host a FAFSA/ORSAA completion event. Better yet—register for the [FAFSA/ORSAA Challenge!](#)**
  - Invite both students and their families to participate.
  - Provide dedicated time and computers for families to complete the FAFSA/ORSAA in your building. Ensure you have volunteers who can assist those who need it.

## RESOURCES

### Toolkits & Presentations

- [Federal Student Aid Toolkit](#)
- Oregon GEAR UP's [Financial Aid 102](#) presentation offers info and fun activities.

### Handouts

- [FAFSA on the Web Worksheet](#)
- [What Students Need: FAFSA/ORSAA](#)
- [Who Is My Financial Aid Parent?](#)
- [Guide to the ORSAA](#): Help [undocumented](#) students and families apply for state aid.

### Websites

- [Office of Student Access and Completion](#): Learn more about filing FAFSA and ORSAA.
- [FAFSA Demo Site](#): Practice filling out the FAFSA or use it as your dummy form in large group presentations.  
username: *eddemo*  
password: *fafsatest*
- Many private colleges require the [CSS Profile](#), an additional financial aid form. Host a workshop to help students complete it.



# SCHOLARSHIPS & OREGON PROMISE

There are a *lot* of scholarships available for students. Finding scholarships and submitting applications can be daunting, so it's critical to provide time and support for students to do this work.

All Oregon students should complete the OSAC Scholarship Application, a single common application for more than 600 scholarships. It also shares data with the application for Oregon Promise, the state's grant for community college tuition. Make sure to highlight its importance during your College Cash Campaign.

- Encourage every student who is applying to a community college during your CAW events to **complete the Oregon Promise application at the same time**. Bonus: Doing this means they've already completed nearly half of their OSAC Scholarship application!
- **Host a Scholarship Week.**
  - Provide dedicated time and computers. Volunteers can proofread essays and answer questions.
  - Ask English teachers to assign a [scholarship essay](#) question in class.
  - Consider hosting a specific OSAC Scholarship Completion event.
- **Remind students of institutional scholarships.** Some colleges and universities automatically consider students for all available scholarships when they submit an application for admission. Others have [additional application forms or deadlines](#).
- **Highlight scholarship opportunities throughout the year.**
  - Share [scholarships](#) on your school's website and social media channels.
  - Post a calendar of scholarship opportunities and deadlines in a visible place.
  - Announce one scholarship each day during school announcements.
- **Celebrate students' accomplishments.**
  - Make a bulletin board or other display to show when students have completed their applications.

## RESOURCES

### Worksheets

- [Scholarship Challenge](#): Help students explore many types of scholarships. Make it a competition!
- [Writing Essays](#): Give students tips on writing scholarship essays.

### Toolkits

- The [Oregon Promise Communications Toolkit](#) has webinars, fact sheets and videos.

### Websites & Handouts

- [Oregon Promise](#): Learn about eligibility criteria, legislative updates and more.
- [OSAC Scholarship](#): Watch video instructions and discover tips for helping students complete the OSAC Scholarship application.

### Scholarship Websites

- [Scholarship Calendar](#), Oregon GEAR UP
- [Scholarships](#), Oregon Goes To College



# FINANCIAL AID AWARDS & LOANS

Financial aid award letters are often confusing to students and families. It may not be easy to make direct comparisons between schools or to understand the specifics.

In addition, higher education loans and indebtedness dominate the news cycle around college application time. Taking out loans for college can be scary for students and families, yet most students find they need to do so to be able to afford to go. Many educators aren't experts in financial advising, and many more don't want the responsibility of offering advice. But you can help students understand what a loan is, what repayment will mean for them, and encourage families to have difficult conversations about what works for them.

- **Help students and families understand and compare financial aid award letters.**
- **Give a presentation about responsible student loan borrowing.**
- **Invite a college financial aid administrator to speak to your students and/or families about borrowing money for college.** Ask them to talk frankly about the differences between Federal student loans (both subsidized and unsubsidized), Parent PLUS loans, and private student loans.
- **Teach students to use a [loan repayment calculator](#)** and provide time for them to use it for every financial aid package they receive from colleges.
  - Encourage them to pay particular attention to the estimated salary required to afford repayment. The [College Scorecard](#) has the average salary and default rates for colleges.
  - **Tip:** Remind them to multiply the loan amount by the number of years they plan to be in college!

## RESOURCES

### Websites & Handouts

- [Comparing Colleges, Costs & Financial Aid](#), also available as a [Google Doc](#), helps students walk step-by-step in comparing financial aid award letters.
- The [Federal Student Aid](#) website contains several resources for students and families to learn about financial aid, including loan programs. [Download brochures](#) about all the [loan options available](#), eligibility & application requirements, and information about [PLUS loans](#).
- [Financial Aid Award Letter Challenge](#). Students work in groups to learn how to decipher and compare financial aid offers.
- The US Department of Education's [Financial Aid Toolkit](#) includes a ready-to-go power point presentation on borrowing and handouts
- [Salt](#) can help students plan for borrowing and repayment.
- [Nerdwallet](#) offers easy-to-understand information about borrowing and repayment, as well as a student-friendly loan calculator.



# FINANCIAL LITERACY & BUDGETING

Paying for college doesn't end with financial aid applications and award comparisons. In fact, many students find that they struggle with the part of paying for college that comes once they're on campus – not just paying their tuition bill, but also buying books, getting around town, and participating in fun activities. Helping students think about the future by teaching them about building a realistic college budget can alleviate potential problems:

- **Start early!** Incorporate financial education in the classroom using free financial literacy curriculum.
- **Make it part of class.** Encourage math teachers to build a budgeting exercise into their lesson plans.
- **Use volunteers from local banks, credit unions or organizations like Financial Beginnings** to teach students how to make good financial decisions that will help them successfully transition from high school to college.
- **Post information about financial awareness in visible places.** Help make conversations about money a regular thing in your building.

## RESOURCES

### Curriculum

- The FDIC offers a free and ready-to-use curriculum, [Money Smart for Young People](#), for every age.
- The [High School Financial Planning Program](#) is a free, turnkey curriculum for grades 8-12.
- [Financial Beginnings](#) volunteers will teach their free 5-session Pathways curriculum to high school students.

### Worksheets & Handouts

- ECMC has a series of flyers on [Financial Awareness Basics](#) to share with students and families.
- Help students walk through the process of [Creating a Budget](#) with this step-by-step worksheet.

