

# FINANCIAL FIRST AID KIT



**SCHOLARSHIP  
ACADEMY**

**Building healthier financial aid cultures.**

# WE HELP TAKE THE PAIN OUT OF THE PROCESS.



## OUR MISSION: Make College Financially Feasible

Our mission is to help low-income students secure resources to pursue higher education opportunities with minimum debt—to *create a healthier financial aid culture in the communities we serve.*

## OUR DIFFERENTIATOR: Customized Strategies

We use tech to build healthier financial aid cultures for minority and low-income families. Our 360 financial aid assessment creates custom strategies for schools and nonprofits that build financial aid confidence for students, parents, and college advisors. We provide training, tools, and virtual support to guide families and students with informed financial aid decisions.

### A sampling of our partners:



## OUR MODEL: LEARN-DO-TRACK

Our 3-pronged financial aid model is designed to help schools/nonprofits in underserved communities create healthier financial aid cultures; spaces where financial aid doesn't simply "happen" for low-income families. Instead, we equip them with the tools and virtual support to make informed financial aid decisions.

### Specifically, we:

- **LEARN:** Train college advisors to support students by creating 4-year funding plans to anticipate financial aid gaps.
- **DO:** Provide financial aid immersion experiences that allow low-income students to engage in the process.
- **TRACK:** Create a financial aid planning community through our Virtual Scholarship Center—including "Scholarship Mentors," Virtual Office Hours, and strategic partnerships with local providers to bridge funding gaps.



## KIT CONTENTS

Please select from the menu below:

### LEARN – Financial Aid Skills

Through our half-day, full-day and quarterly staff training options, we seek to support schools and nonprofit organizations with developing a culture where scholarships seem easy, and families are excited about taking ownership of their financial aid plans.



#### College Access Advising Teams Can Select from the Following Topics:

- College Affordability Training—Scholarships 101
- Strategies to Increase Student Private Scholarship Awareness
- College Affordability Assessments
- Designing Grade-Specific Financial Aid Content Knowledge Tools
- Line-By-Line FAFSA Completion Supports

#### Getting Rid of The Cookies—Individualized Student Financial Aid Planning Supports

- Intro to the Scholarship Brands
- Scholarship Cohort Models That Work
- Our “Good-Fit” Scholarship Research Method – Scholarship Strategies for Small Student Cohorts
- The Science of Competitive Writing
- Financial Aid Negotiations 101

#### Building A Healthier Financial Aid Culture in Your School/Community

- Scholarship Tracking and Evaluation Strategies
- Family Scholarship Engagement Techniques
- Collective Goal Setting/Healthy Financial Aid Cultures: Strategies to Improve Private Scholarship Engagement
- Creating A Robust Scholarship Winning Culture—The Financial Aid Work plan

## TAP INTO OUR “LEARN-DO-TRACK” SYSTEM

### DO – Financial Aid Immersion Experiences

Our financial aid immersion strategies are designed to test and improve students’ knowledge in 4 critical financial aid content areas: 4-year college funding plans, competitive essay writing, comprehension of financial aid terms and concepts, and self-efficacy in scholarship eligibility. Schools and Youth-Serving Organizations can select from the following topics:



#### Half-Day Scholarship Boot Camp (50 students)

- College Cost Comparisons/4-year college funding planning
- Navigating The Private Scholarship Research Maze/ Family Resource Mapping
- Science of Competitive Writing
- Understanding FAFSA and Financial Aid Appeals

#### Financial Aid Escape Rooms (2 Hours)

- Chemistry Lab-Themed Financial Aid Scenarios
- Nailing Basic Financial Aid Terms and Processes
- Crunching College Costs Strategies

#### Scholarship Blueprint Course (6-10 Sessions)

- 4-year College Funding Plan Development
- Tailored Portfolio With Competitive Essays
- Financial Aid Quiz Bowl Competition

#### FAFSA Completion Series (Up to 100 Participants)

- 1-2 Day Family College Affordability Planning
- Parking Lot FAFSA or Traditional FAFSA Submission Event
- Staff and Volunteer Training Available

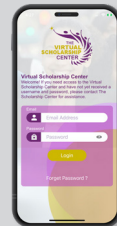
### TRACK – With the VSC App

The Virtual Scholarship Center (VSC) is our signature program offering and the first platform of its kind to directly connect three primary stakeholders—students, counselors and scholarship providers—in an online financial aid environment that includes training, tracking, and access to a more diverse applicant pool. Our search engine connects students directly to the local/state-based scholarship resources they have a stronger chance of winning.



#### Virtual Scholarship Center Subscription Options Include:

- Customized Scholarship Database
- Virtual Office Hours Access via Mobile App
- Grade-Specific Customized Financial Aid Awareness Courses



Scan the QR Code to view the VSC App Demo:



For more information, please contact us via phone at: 470-355-1732

Or, email us at: [inquiries@scholarshipacademy.org](mailto:inquiries@scholarshipacademy.org)

# FLEXIBLE FUNDING OPTIONS

Track Progress

Do Experiences

Learn Strategies

We offer customized  
financial aid strategies  
to secure resources  
and reduce debt

Training, tools, and support  
to help students and families  
make informed decisions

Long-lasting  
funding solutions

# FINANCIAL-AID



# COOL

## FINANCIAL AID PACK

### APPLY FREQUENTLY

Contents: Personalized plans  
to make college affordable.



REDUCE  
DEBT

### LEARN Financial Aid Training

- Financial Aid Workshop Development
- Streamline Scholarship Support strategies
- Train college advisors and/or volunteers

### DO Financial Aid Immersion Events

- Scholarship Boot Camps
- Financial Aid Escape Room
- Financial Aid Quiz Bowl
- Parking Lot FAFSA
- Scholarship Fairs

### TRACK Customized Virtual Scholarship Centers

- Access to Local Scholarship Providers
- Custom Scholarship Search Engines
- Individual Student Planning Support
- Streamlined Student Scholarships

## Learn

**Active Ingredients**  
Training the Trainer (T3)  
Series

### Purpose

Comprehensive Financial Aid Planning Support to Your College Access Team

**Uses:** We support school officials and organizations with comprehensive programming through our quarterly staff training and curriculum resources.

Program participants are also eligible to earn professional learning credits.

## Do

**Active Ingredients**  
Financial Aid Immersion  
Events

### Purpose

Design Financial Aid Immersion Experiences for Your Students

**Uses:** Our financial aid learning strategies test and improve students' knowledge in 4 critical content areas: 4-year college funding plans, competitive essay writing, comprehension of financial aid terms and concepts, and self-efficacy in scholarship eligibility.

## Track

**Active Ingredients**  
The Virtual Scholarship  
Center (VSC)

### Purpose

Customize the VSC with Scholarship Options

**Uses:** The VSC is an online platform that provides college advisors with comprehensive evaluation tools for students and families to manage their scholarship portfolios, get matched to local/state scholarship opportunities, and track progress towards debt-free degrees.

FOR SAFE AND COMPREHENSIVE  
FINANCIAL AID PLANNING AND SUPPORT

SCHOLARSHIP FRIENDLY!

# MEET ALL OF YOUR FINANCIAL FIRST AID NEEDS, VIRTUALLY.

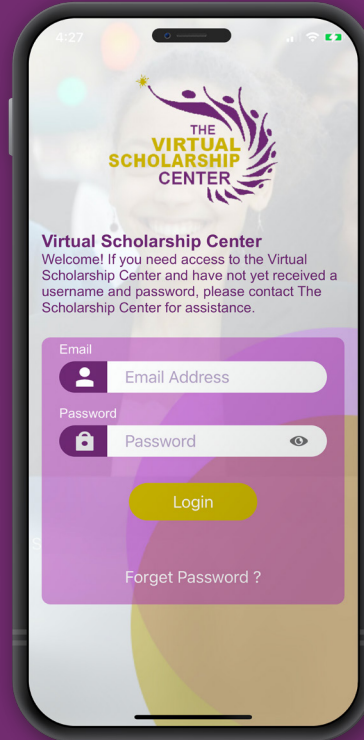
The Virtual Scholarship Center removes the communication and network barriers that have historically caused scholarships to go unawarded and students to take on unnecessary college debt. Users have exclusive access to:

- *The Virtual Scholarship Center's Customized Scholarship Options*
- *Local/State-Based Custom Scholarship Search Engines*
- *Individual Financial Aid Planning Support for Students*
- *A Mobile App to Chat with a Financial Aid Expert*
- *Virtual Office Hours Scheduling*

## ENGAGE WITH US

For more information about building a custom half-day, full-day, or quarterly Scholarship Prep Institute agenda for your team, please contact The Scholarship Academy via phone, **470-355-1732**, or email: [inquiries@scholarshipacademy.org](mailto:inquiries@scholarshipacademy.org)

To learn more about The Scholarship Academy, visit: [scholarshipacademy.org](http://scholarshipacademy.org)



SCAN THE QR CODE TO VIEW OUR VIRTUAL SCHOLARSHIP CENTER DEMO:



**SCHOLARSHIP  
ACADEMY**