

THE COLLEGE FUNDING COACH®



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Since 2002, our organization has helped families navigate the nuances of saving and paying for college. Whether the child is 1 or 21, our goal is likely the same as yours- we want to provide valuable information and resources for you and the families that you serve. We are committed to helping families make informed decisions about paying for college. This workshop is relevant for families who can qualify for financial aid and those who cannot.

We believe our workshop is an experience, and we want to ensure the best possible results. The key is to spread the word early and often. If you have any questions or concerns, please reach out. We look forward to being a resource for you!

YOU BOOKED A WORKSHOP! NOW WHAT?

1 WORKSHOP BOOKED AND CONFIRMED

Congratulations! We are excited to present our *Little-Known Secrets of Paying for College* workshop.

3 SEND OUT WEEKLY EMAILS

Customized Verbiage created for your school's workshop:

- Simply copy and paste the email templates
- Email to your parent community

*We have found that sending these emails separate from a newsletter is the best route to excellent attendance!

4 REGISTRATION

- Test the link
- Live Workshop=Eventbrite
- Webinar=Zoom
- Need a QR code for registration?

Just ask!

6 THE WORKSHOP

- Register and Join Us!
- Introduce The College Funding Coach Presenter.

2 SPREADING THE WORD

Check out your Customized Flyer:

- Send to ALL parents, K-12
- Upload to school website
- Add to scrolling electronic announcements
- Add it to the newsletters
- Add it to announcements
- School Marquee
- Handout at PTA meetings
- Post to social media
- Print copies
- Post to bulletin boards

Pro Tip:

Please utilize our [Marketing ToolBox](#). You will find templates for social media posts, logos, and photos. Simply cut and paste and add your event details to the post. As easy as 123!

5 STAY IN TOUCH

- Periodic email notification on registration numbers.
- Questions from parents? We are here to help!

That's it!