

Send Date	Audience	Purpose	Topics
Week of March 9	School/District Leaders & Staff/Educators/Partners	Launch Announcement	<b>Your Future, Funded – Resources Now Live:</b> <ul style="list-style-type: none"> <li>• Community call to action</li> <li>• Toolkit + resource links</li> <li>• Governor's support</li> </ul>
Week of March 16	Class of 2026 & Parents/Guardians	Student Activation	<b>Class of 2026 – Finish Your Application:</b> <ul style="list-style-type: none"> <li>• "Your Future, Funded" Announcement</li> <li>• Why Financial Aid Matters</li> <li>• Invite to April 22 statewide Financial Aid Completion night (virtual)</li> </ul>
Week of March 23	School/District Leaders & Staff/Educators/Partners	Preparation Reminder	<b>Prepare for "Your Future, Funded" Week:</b> <ul style="list-style-type: none"> <li>• Start before Spring break - no need to wait.</li> <li>• Reinforce the "why" of financial aid</li> <li>• Share financial aid calculator + FAFSA/WASFA resources</li> </ul>
Week of March 30	Class of 2026 & Parents/Guardians	Urgency Reminder	<b>About Two Weeks to Go Until "Your Future, Funded" Week:</b> <ul style="list-style-type: none"> <li>• Reminder of our Resources and Support</li> <li>• Encourage early completion</li> </ul>
Week of April 13	School/District Leaders & Staff/Educators/Partners	Finish Line Push	<b>Big Push Next Week</b> <ul style="list-style-type: none"> <li>• Encourage coordinated outreach</li> <li>• Invite to specialized Financial Aid training for staff and community members</li> <li>• Share key talking points</li> </ul>
Week of April 20	School/District Leaders & Staff/Educators/Partners	Launch Week Support	<b>It's Here – Support Students Today:</b> <ul style="list-style-type: none"> <li>• Reminder of checklist of activities</li> <li>• Toolkit + ready-to-use materials</li> <li>• Encourage regular touchpoints with seniors</li> </ul>
April 21	Class of 2026 & Parents/Guardians	Live Event Reminder	<b>Get Help Now!</b> <ul style="list-style-type: none"> <li>• Reminder: April 22 Financial Aid Completion Night</li> <li>• Where to get support</li> <li>• Simple steps to finish</li> </ul>
Week of April 27	School/District Leaders & Staff/Educators/Partners	Sustain Momentum	<b>Thank You + Keep Going:</b> <ul style="list-style-type: none"> <li>• Appreciation for engagement during "Your Future, Funded" Week</li> <li>• Encouragement to review local data</li> <li>• Reminder: It's not too late — continue outreach</li> <li>• Key tools/resources to keep promoting through May/June</li> </ul>

Week of April 27	Class of 2026 & Parents/Guardians	Final Push	<b>Still Time to Apply — We're Here to Help:</b> <ul style="list-style-type: none"> <li>• Thank you to those who have completed their application</li> <li>• It's not too late — applications are still open</li> <li>• Where to get help (events, 1:1 support, online resources)</li> <li>• Quick checklist: What to do if you haven't applied yet</li> </ul>
By the end of April	Class of 2026 & Parents/Guardians	Governor's Letter to non-filers	<b>Still Time to Apply — Aid is still available:</b> <ul style="list-style-type: none"> <li>• Governor's voice to amplify the message</li> <li>• It's not too late — applications are still open</li> <li>• Focus on WA Grant flexibility and offerings</li> </ul>

Updated: 3.12.2026