

What is the Florida FAFSA Challenge?

The Florida FAFSA Challenge is a new statewide campaign that aims to increase the proportion of Florida high school seniors who complete the Free Application for Federal Student Aid (FAFSA). The campaign encourages schools, districts, and communities to set bold and attainable FAFSA completion goals and implement strategies designed to meet their goals.

The challenge runs through March 31, 2016, and is open to all public high schools and districts in Florida, as well as community organizations working in partnership with a school or district.

Why is FAFSA completion important?

Florida CAN's analysis shows high school graduates in Florida leave behind over \$100 million in Pell Grants for college each year. To learn more about how FAFSA completion affects college attendance and completion, visit www.floridacollegeaccess.org/research-and-data.

Are there resources I can use to help increase FAFSA completion at my school/district?

To support this campaign, Florida CAN has updated the [Florida FAFSA Finish Line Data Dashboard](#), which makes it easy for schools and districts to monitor their progress throughout the year. Florida CAN has also released a [toolkit](#) with resources and helpful strategies to boost FAFSA completion. For schools that register, Florida CAN will host a FAFSA listserv where schools, districts and communities can share best practices and successes.

How can I register my school/district for the Florida FAFSA Challenge?

[Register here](#) to accept the challenge and set your goal!

What does your school or district get if you meet the Florida FAFSA Challenge?

Two words: bragging rights! Florida CAN will publicly celebrate your achievement and your commitment to ensuring that your high school seniors have the financial resources they need to attend a postsecondary education. You can even win a cool trophy! Award categories are:

The Winners Circle

1. **"MVP"** (Have the highest FAFSA completion rate through March 31st)
2. **"Most Improved"** (Improved their FAFSA completion rate the most compared to last year through March 31st)
3. **"Fastest Lap"** (Beat their FAFSA completion rate from last year by 5% in the fewest amount of days; must have a FAFSA completion rate of 20% or higher in 2016 to qualify)

Winners of each category will win a trophy. Florida CAN will also congratulate your school or district in a press release, in its newsletter and on its website.

Champions

Florida schools and districts that set and achieve a FAFSA completion goal. Florida CAN will list your school's name in a press release, in its newsletter and on its website with your accomplishment and provide a certificate to your school. Schools must register to qualify.

All-Stars

Florida schools and districts that achieve a boost in FAFSA completion by at least 5% over last year. Florida CAN will list your school's name on its website with your rate of improvement and provide a certificate to your school.

Have questions about the Florida FAFSA Challenge?

Call or email Florida CAN's Special Projects Coordinator Arianna Pineiro at apineiro@floridacollegeaccess.org or 813-974-6429.

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