RACE TO THE FAFSA LINE

# 2017 Southeast Michigan Student Aid Challenge

The Detroit Regional Chamber's Detroit Drives Degrees initiative is excited to announce the **Student Aid Challenge for Southeast Michigan, Race to the FAFSA Line.** The Challenge's goal is to achieve 65 percent completion of the Free Application for Federal Student Aid (FAFSA) among high school seniors in Macomb, Oakland and Wayne counties. Last year's inagural event featured 85 schools that participated in the Challenge and nearly 1,500 more students completed the FAFSA than in the previous year.

## Benefits of Participating

Schools that register for the Challenge receive:

1. The opportunity to win prizes from Emagine Entertainment for the senior class.
2. The chance to have counselors and school leaders honored at an event with the Detroit Pistons.
3. Flyers and a social media kit to promote FAFSA completion in your school and around your community.
4. Frequent email updates on school-level FAFSA completion data, completion best practices, professional development opportunities, regionwide FAFSA events and related activities.
5. Access to college and university financial aid experts to assist students and families during FAFSA events.
6. The opportunity to join the FAFSA working group to track school- and region-level FAFSA data, share best practices, and improve outcomes among a peer group.
7. The chance for student teams to win prizes from the Detroit Pistons and attend a November FAFSA and social media training to encourage academic success and promote FAFSA completion at their school.

## How It Works

The challenge runs from Oct. 1, 2017 through Feb. 28, 2018. All high schools in Macomb, Oakland and Wayne counties are eligible to participate and compete for the following prizes, sponsored by Emagine Entertainment:

- All-Night Senior Party Grand Prize: One school with the most improved FAFSA completion rate compared to the previous year.
- VIP Movie Screenings: Excluding the grand prize winner, two schools with the most improved FAFSA completion rates according to school size.
- VIP Movie Screening: One school with the highest overall FAFSA completion rate.
- VIP Movie Screening: One school with the most innovative strategy for promoting FAFSA completion.

**Register your school for the 2017-18 Race to the FAFSA Line at DetroitDrivesDegrees.com.**

For questions or comments, contact scraft@detroitchamber.com.

* Website: www.fafsa.ed.gov

The 2017-18 Race to the FAFSA Line competition for Southeast Michigan is coordinated by the FAFSA Action Team that is a subgroup of Detroit Drives Degrees and the Detroit College Access Network (DCAN) including:

DetroitRegionalChamber | DETROIT DRIVES DEGREES | DCAN Detroit College Access Network | MICHIGAN COLLEGE ACCESS NETWORK

**Detroit Public Schools | Macomb County Intermediate School District | Oakland County Intermediate School District**
**State of Michigan | University of Michigan | Wayne County Intermediate School District**