



# Save Student Aid Association Partner Packet

---

A Student Aid Alliance campaign



# Save Student Aid Campaign

The **Save Student Aid** campaign is a movement to preserve and protect student aid funding to ensure a better future for this country. It brings together students, parents, educators, and communities to urge legislators to stop the attack on federal student aid.

The purpose of this partner packet is to provide detailed information about the Save Student Aid campaign and to share content for Student Aid Alliance members to distribute to internal and external networks. This packet includes the following sections:

1. **The attack on student aid**
2. **How you can help**
3. **Promotional materials**

- Sample website or newsletter content

- Sample email content

- Sample social media content

- Sample graphics

- Save Student Aid campaign logo

## The Attack on Student Aid

The president's FY 2018 budget proposes more than \$150 billion in cuts from the student aid programs over the next 10 years, including:

- \$7 billion in cuts to Pell Grant funding
- Elimination of SEOG funding
- Work Study funding cut in half
- \$200 million in cuts to TRIO and GEAR UP, and the elimination of McNair and Opportunity Education Centers programs
- Elimination of subsidized loans for low-income students
- Elimination of Public Service Loan Forgiveness

Current and prospective college students cannot bear the burden of these proposed cuts. Absent these critical resources, millions of students will be unable to access higher education or have the means to persist and complete their degrees. We need Congress to stop these cuts.



## How You Can Help

As a member of the Student Aid Alliance and an association partner, you have a crucial role in activating your membership to participate in the Save Student Aid campaign.

### Here's what you can do:

- **Write to Congress.** Tell your Congressional representatives that you support the Save Student Aid campaign, and that your organization opposes the proposed cuts to the federal student aid programs. Visit [www.studentaidalliance.org](http://www.studentaidalliance.org) to contact Congress.
- **Activate your membership.** Ask your association membership to [write Congress](#) and communicate the stories of students using federal student aid to go to college.
- **Activate social media.** Amplifying the Save Student Aid message can be as easy as reposting on your social media networks - specifically Twitter and Facebook. The Save Student Aid campaign will take care of the content, all you need to do is share it with your followers and engage with us online. To be as effective as possible, we may retweet or mention your organization in our social media efforts.

You can also post content on your social media feeds that is accompanied by the Save Student Aid logo found at the end of this packet.

- **Engage with the campaign.** We welcome and encourage your interaction with us! Assign your public relations staff with following and monitoring Save Student Aid campaign action on [Twitter](#) and [Facebook](#).
- **Create original content.** Along with your networks, help create original content supporting the student aid programs and **use the hashtag #SaveStudentAid** and **mention @StuAidAlliance**.
- **Post content.** Using your online and social media platforms, post and re-post information about Save Student Aid on your website, or in e-newsletters or blogs as a membership update or newsletter item.
- **Send an email.** Communicate with your networks and ask them to get involved in the campaign.



## Promotional Materials

We have included sample promotional materials to distribute to your networks in support of the Save Student Aid campaign. Please feel free to tailor this copy, if needed, to better suit your organization's key messaging.

### Sample Website or Newsletter Content

**Sample headline:** Tell Congress to Save Student Aid in 2017!

Federal student aid is vital for America's future. These programs give all students the opportunity to go to college. However, federal funding for student aid is in serious jeopardy.

Join the Save Student Aid campaign in our effort to protect the programs that keep higher education within reach for millions of low-income students.

### Sample Email Content

We are pleased to announce <your organization's name>'s support for the Save Student Aid campaign.

Federal student aid is vital for America's future. These programs give all students the opportunity to go to college.

However, President Trump's proposed budget would make college more expensive. His budget would cut more than \$150 billion over 10 years from the very programs that help students pay for college – \$7 billion from Pell Grant program funding, elimination of Supplemental Educational Opportunity Grants (extra grant aid for the poorest students), Work Study funding cut in half, \$200 million from TRIO and GEAR UP, which helps students prepare for, have support, and stay in college; and makes student loans more expensive by eliminating the in-school interest subsidy (subsidized loans) and eliminating Public Service Loan Forgiveness.

Join the Save Student Aid campaign to stop the **#RaidOnAid** and protect the programs that keep higher education within reach for millions of students.

Get involved and share your support for the Save Student Aid campaign:

- 'Like' Student Aid Alliance on [Facebook](#) or [Twitter](#).
- Visit the [Save Student Aid website](#) to learn more and contact your Members of Congress.
- Join the conversation by using the hashtags **#SaveStudentAid** and **#RaidOnAid**.



## Sample Social Media Content

### Twitter:

- #TrumpBudget wants to take away \$7B from #PellGrants. Make sure Congress stops the #RaidOnAid. #SaveStudentAid
- #GEARUP helps disadvantaged students prepare for #college. Tell Congress to stop the #RaidOnAid! #SaveStudentAid
- #TrumpCuts would slash funding for the Federal Work Study program. It's time to stop the #RaidOnAid! #SaveStudentAid

### Facebook:

- Trump's budget wants to cut funding for Federal Work Study. Write Congress & tell them to stop the #RaidOnAid! #SaveStudentAid <https://studentaidalliance.org/write-your-legislator/>
- Trump's Budget will cut \$7 billion from Pell Grant funding in 2018-19. Tell Congress to stop the #RaidOnAid. #SaveStudentAid <https://studentaidalliance.org/write-your-legislator/>
- Trump's budget would take \$92 million away from TRIO funding in the 2018-19 school year, hurting the most vulnerable students. It's time to tell Congress to stop the #RaidOnAid! #SaveStudentAid <https://studentaidalliance.org/write-your-legislator/>

## Sample Graphics





I receive federal student aid which has decreased the cost for me to go to college.  
**I wouldn't be able to continue my education without it."**

- Alexis, Class of 2017

Spread the word!  
*#SaveStudentAid*



**Protect Pell from the #RaidonAid**





**Tell Congress to  
protect Pell Grants!**



| #SaveStudentAid

## Save Student Aid Campaign Logo

How you can make an impact on social media:

- **Print.**
- **Get creative:** Take a selfie and use the hashtag #SaveStudentAid – Incorporate the logo in your picture.
- **Share** with your friends and family on social media using the hashtag **#SaveStudentAid.**

**SAVE  
STUDENT  
AID!**



**SAVE  
STUDENT  
AID!**

**STOP  
THE RAID  
ON STUDENT  
AID**