



College Aid Pro™

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY
EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)

© 2023 College Aid Pro - All Rights Reserved.

1



Your Presenters!

Peg Keough
Director of Education

Matt Carpenter
CRO

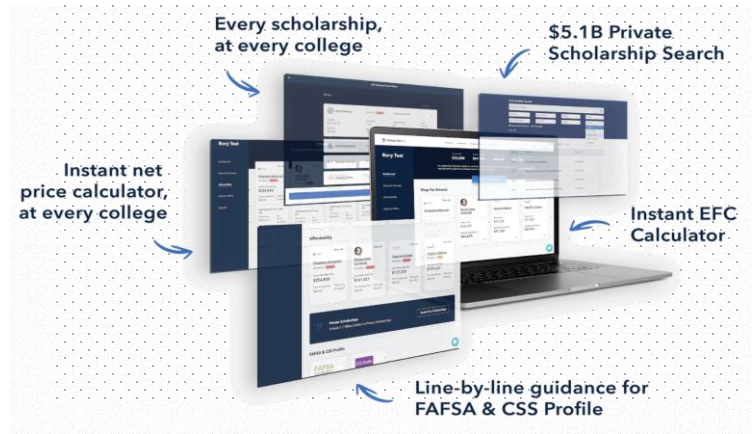
2

WHERE DO WE START?



Website:

mycap.collegeaidpro.com



© College Aid Pro - All Rights Reserved.

3

WHAT IS FINANCIAL AID?

A Discount To The Sticker Price
(Cost Of Attendance)

NEED BASED GRANTS



Free money awarded based on student's **financial** profile.

MERIT-BASED SCHOLARSHIPS



Free money awarded based on student's **talent** profile.

SELF-HELP



Loans, and work-study.
NOT free money.

© College Aid Pro - All Rights Reserved.

4

NEED-BASED FINANCIAL AID

Will We Be Eligible?
(COA - EFC = Need)

Cost Of Attendance



"Sticker Price"

Expected Family
Contribution



What Colleges/Government Think
You Can Pay Annually

Need



Amount Of Financial Aid Family Is
Potentially Eligible

© College Aid Pro - All Rights Reserved.

5

WHAT IF I DON'T QUALIFY FOR NEED-BASED AID?

PAGE 6

MERIT AID AND COMPETITION

1. Identify where the student will be eligible for scholarships
2. Some colleges require FAFSA/CSS in order to qualify for scholarships
3. MYCAP.COLLEGEAIDPRO.COM
4. School-by-school basis; some more generous than others

*Ivy League, NESCAC, etc. do not give merit-awards

5. Apply to competing college

VALUE SCHOOLS

1. Lower end of tuition range = **value**
-Ex: James Madison (VA) COA = ~\$40,000
-Public School **Honors Programs**



© College Aid Pro - All Rights Reserved.

6

MERIT-BASED AID

PAGE 7



Office of Admissions –
Not Financial Aid



Enticement For
Student To Attend



Usually All 4 Years



Usually Based On
Grades / Test Scores



Different Awarding
Methodologies



Private Colleges

© College Aid Pro - All Rights Reserved.

7

MERIT BASED AID

NEED BASED AID

PAGE 8

VS

Merit Based Aid

100% of Need Met



© College Aid Pro - All Rights Reserved.

8

Who, What, When & How to Apply for Private Scholarships

PAGE 9



Who Should Own This?

Students = Applications, Essays, Etc.
Parent(s) = Financial Requirements (minimal)



What Can We Realistically Expect?

\$1,000-\$3,000
10 Hours of Work
Most Scholarships are 1-year only



When Do We Apply?

- Most deadlines are between December and March of the student's senior year
- There are scholarships for currently enrolled students



How Do We Apply?

Similar to the admissions process requirements and deadlines vary from one scholarship to the next

© College Aid Pro - All Rights Reserved.

Private Scholarship Tip #1: Shop Local!

PAGE 10



Class of 2023 families should check with the school counseling office now for requirements and dates



Most high schools release local scholarships applications December - March



On average only 33% of high school seniors apply for local scholarships. Great odds!

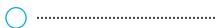


Most local scholarships will be awarded May-June. Ask for a personal check.

© College Aid Pro - All Rights Reserved.

Private Scholarship Tip #2: Use College Aid Pro Software

PAGE 11



mycap.collegeaidpro.com



\$9.1 Billion private scholarship search engine
-Filter search based on your unique criteria to maximize odds of a good fit.



No Spam! Need we say more.



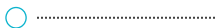
This is a paid version of the software, but it's free if you can't afford it. Just email us!

© College Aid Pro - All Rights Reserved.

11

Private Scholarship Tip #3: Create a new email

PAGE 12



Avoid Spam



Make sure it's a professional email address. People notice.



Check email at least once a week

© College Aid Pro - All Rights Reserved.

12

Private Scholarship Tip #4: Deadlines & Organization

PAGE 13



Start Early. There are even scholarships for underclassmen.



Do not miss deadlines



Track every scholarship in one place.
Make copies of paper scholarships.



Dedicate 2-3 hours per week on private scholarship searching and prep

© College Aid Pro - All Rights Reserved.

13

Private Scholarship Tip #5: Complete Financial Aid Applications

PAGE 14



The FAFSA is the 1st step in applying for financial aid and scholarships. Do it!



Make sure you know which colleges and scholarships require the FAFSA and the CSS Profile.



Most private scholarships require the FAFSA.



Be aware of state specific programs and deadlines.

© College Aid Pro - All Rights Reserved.

14

Can Private Scholarships Impact Financial Aid Packages?

PAGE 15



Scholarship displacement



Some colleges reduce need-based grants up to the amount of the scholarship.



It very rarely impacts merit-based awards.



Every college handles this differently.



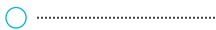
Always appeal this result if/when a college lowers your financial aid award.

© College Aid Pro - All Rights Reserved.

15

Check out this Private Scholarship!

PAGE 16



CAMERON IMPACT SCHOLARSHIP

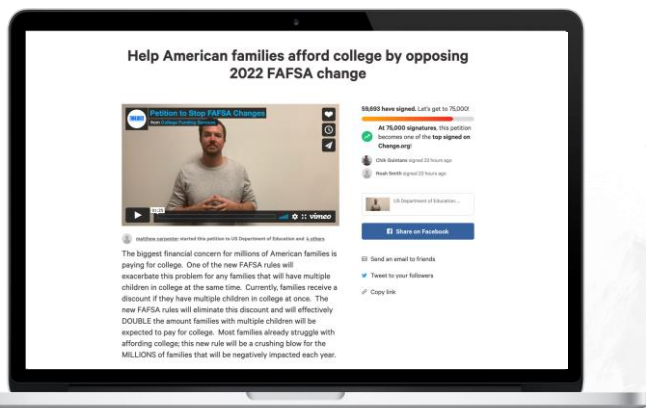


The Cameron Impact Scholarship is intended to cover the full tuition and 'qualified educational expenses' (as defined by the Internal Revenue Service) at the recipient's chosen collegiate institution. 'Educational expenses' vary amongst higher institutions, but the Scholarship is intended to cover tuition, fees, and books. The Cameron Impact Scholarship does not cover Room and Board.

<http://www.bryancameroneducationfoundation.org/>

© College Aid Pro - All Rights Reserved.

16



Help Us, Help You.

[Sign & Share.](#)

Help American Families Afford College By Opposing FAFSA Changes

HOW TO APPEAL FOR THE BEST POSSIBLE PACKAGE



Bring Color/Background To Your Story



Ask For Specific Amount Of Additional Aid



Show Awards Offered By Other Colleges



Challenge Expenses Not Considered On Taxes



Be Persistent! (Demonstrate Interest)



Student Lead The Charge

NEXT STEPS

Keep The Ball Rolling!

FEELING GREAT
AND
READY TO ROLL

Set up your Free MyCAP
and upload your award
letters

FEELING GOOD, BUT
WOULD LOVE
TO GET SOME
SUPPORT

Book an hour with one of
our experts

LET CAP TAKE THE
WHEEL

Talk with us about Wake
Me When It's Over

Sign Up [Here](#) for a **1-on-1 Consultation** "Valedictorian" with a College Planning Expert
AND get a Free One-Year Software Upgrade

Use Coupon Code **JAN2615** for **15% off on all Upgrades**

~~\$299~~ = **\$254**



College Aid Pro™

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY
EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)

© 2023 College Aid Pro - All Rights Reserved.