



**College Aid Pro™**

# OUR MISSION

TO **END THE STUDENT LOAN CRISIS** BY  
EMPOWERING FAMILIES TO **SHOP SMARTER FOR COLLEGE**

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## Your Presenters!

**Peg Keough**  
Director of Education

**Matt Carpenter**  
Chief Revenue Officer

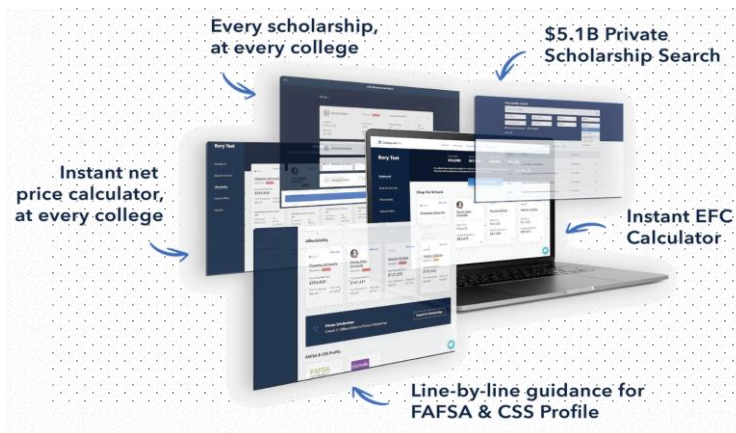
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## WHERE DO WE START?



Website:

[mycap.collegeaidpro.com](http://mycap.collegeaidpro.com)



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## 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.

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# 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

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

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### 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](https://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**

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## MERIT-BASED AID

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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

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## MERIT BASED AID

## NEED BASED AID

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VS

Merit Based Aid

100% of Need Met



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

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### 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

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## Private Scholarship Tip #1: Shop Local!

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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!

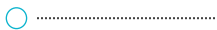


Most local scholarships will be awarded May-June. Ask for a personal check.

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## Private Scholarship Tip #2: Use College Aid Pro Software

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[mycap.collegeaidpro.com](http://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!**

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## Private Scholarship Tip #3: Create a new email

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**Avoid Spam**



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



**Check email at least once a week**

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## Private Scholarship Tip #4: Deadlines & Organization

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**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**

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## Private Scholarship Tip #5: Complete Financial Aid Applications

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**The FAFSA is the 1<sup>st</sup> 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.**



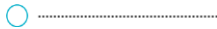
**Be aware of state specific programs and deadlines.**

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## Can Private Scholarships Impact Financial Aid Packages?

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### 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.



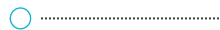
Always appeal this result if/when a college lowers your financial aid award.

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## Check out this Private Scholarship!

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### CAMERON IMPACT SCHOLARSHIP



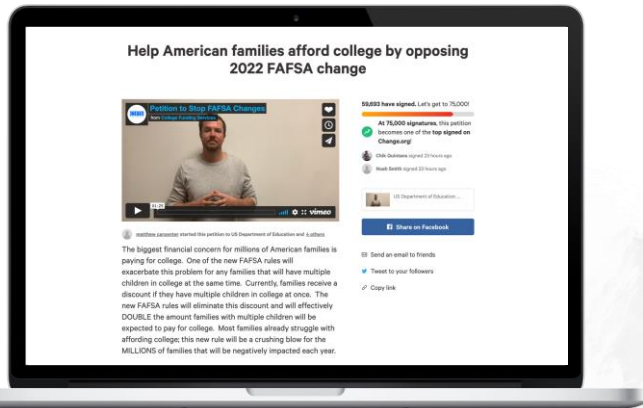
The Cameron Impact Scholarship is intended to cover the full tuition and 'qualified educational expenses' (as defined by the Internal Revenue Service) at the recipient's chosen collegiate institution. 'Educational expenses' vary amongst higher institutions, but the Scholarship is intended to cover tuition,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

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

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Help Us, Help You.

[Sign & Share.](#)

Help American Families Afford  
College By Opposing FAFSA Changes

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## How To Appeal For The Best Possible Package



Bring Color and Background  
To Your Story



Ask For Specific Amount  
Of Financial Aid



Show Awards Offered  
By Other Colleges



Challenge Expenses Not  
Considered On Taxes



Be Persistent


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# NEXT STEPS

Keep The Ball Rolling

## CREATE YOUR MyCAP ACCOUNT




Check Out Your Colleges

[Upload Financial Aid Award Letters](#)

Look at Awards Side-by-Side

## FEELING GOOD, BUT WOULD LOVE SOME SUPPORT



Book an hour with one of our experts

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 [SFC20](#) for **20% Off**

**Check Out Our Appeal Strategy Offer**

<https://collegeaidpro.com/financial-aid-appeals-package-2023/>



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