



College Aid ProTM

OUR MISSION

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



Your Presenters!

Peg Keough

Director of Education

Matt Carpenter

CRO

WHERE DO WE START?



Website:

mycap.collegeaidpro.com

Every scholarship, at every college

\$5.1B Private Scholarship Search

Instant net price calculator, at every college

Instant EFC Calculator

Line-by-line guidance for FAFSA & CSS Profile

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

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

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



MERIT AID AND COMPETITION

1. Identify where the student will be eligible for scholarships
2. Some colleges require FAFSA/CSS Profile 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](#)



MERIT-BASED AID



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

MERIT-BASED AID

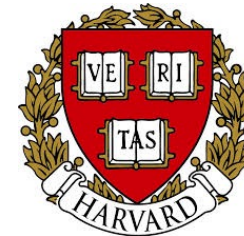
NEED-BASED AID



Merit-Based Aid



100% of Need Met

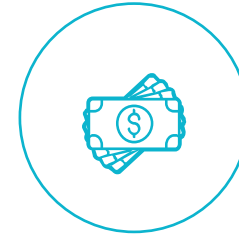


Who, What, When & How to Apply for Private Scholarships



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

Private Scholarship Tip #1: Shop Local!



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!

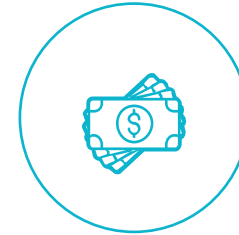


Most local scholarships will be awarded May-June. Ask for a personal check.

Private Scholarship Tip #2: Use College Aid Pro Software



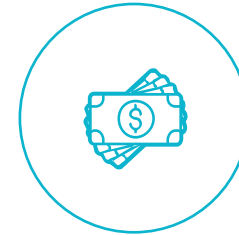
mycap.collegeaidpro.com



\$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!

Private Scholarship Tip #3: Create a new email



Avoid Spam



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

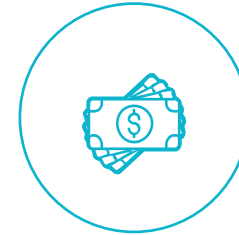


Check email at least once a week

Private Scholarship Tip #4: Deadlines & Organization



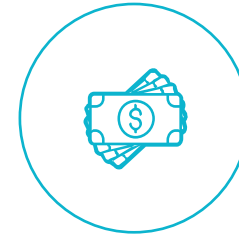
Start Early. There are even scholarships for underclassmen.



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

Private Scholarship Tip #5: Complete Financial Aid Applications



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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.

Can Private Scholarships Impact Financial Aid Packages?



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.

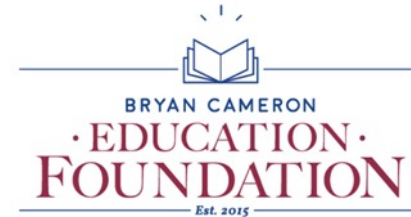


Always appeal this result if/when a college lowers your financial aid award.

Check out this Private Scholarship!



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/>

Help American families afford college by opposing
2022 FAFSA change



matthew carpenter started this petition to US Department of Education and 4 others

The biggest financial concern for millions of American families is paying for college. One of the new FAFSA rules will exacerbate this problem for any families that will have multiple children in college at the same time. Currently, families receive a discount if they have multiple children in college at once. The new FAFSA rules will eliminate this discount and will effectively DOUBLE the amount families with multiple children will be expected to pay for college. Most families already struggle with affording college; this new rule will be a crushing blow for the MILLIONS of families that will be negatively impacted each year.

59,693 have signed. Let's get to 75,000!

At 75,000 signatures, this petition becomes one of the top signed on Change.org!

- Chik Quintans signed 23 hours ago
- Noah Smith signed 23 hours ago

US Department of Education:...

Share on Facebook

- Send an email to friends
- Tweet to your followers
- Copy link

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

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 [BISHOP20](#) for **20% Off**

~~\$299~~ = **\$239.20**



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