

Promotional Materials

Student loan repayment success hinges on students understanding things like how much student debt they have and what an estimated monthly payment could look like. Armed with this knowledge, they're more apt to make wise financial decisions related to their education (e.g., borrowing less, graduating sooner, choosing a different career path, etc.).

To help maximize use of College Cost Meter's student debt letter, we offer printable and electronic resources in our [communications toolkit](#). There, you can find resources like these and determine which ones are the most desirable for your school and students.

Posters

Dimensions: 8.5 x 11in

Personalize your poster with information to help students identify what they should be watching for and how to proceed once they get it. For example:

- **Check Your Inbox:** Week of MM/DD/YY
- **Open this Email:** Your College Cost Meter Is Available
- **Review the Details:** Student Loan Amounts Borrowed, Estimated Future Payments
- **Reach Out, Take Action:** Contact Financial Aid, Student Services, and Academic Advising

Suggested use:

- Put up in student common-use areas on campus and financial aid, admissions and bursar offices.
- Have on walls during college fairs and family weekend.
- Display on your website in the student financial aid or financial wellness pages.



TV Slide

Dimensions: 2342 x 1440px

This TV slide can help students identify what they should be looking out for, why, and how to proceed once they get it.

Suggested use:

- Put up in student common-use areas on campus and financial aid, admissions and bursar offices.
- Have on TVs during college fairs and family weekend.
- Display on your website in the student financial aid or financial wellness pages.



Email Template

Personalize your email with information to help students identify what they should be watching for and how to proceed once they get it.

Subject Line: Coming soon—your College Cost Meter student debt letter

Hi,

We're sending important info to your inbox soon. Use the College Cost Meter student debt letter details to help improve your financial decisions. Knowledge is power!

- Check Your Inbox: Week of MM/DD/YY
- Open this Email: Your College Cost Meter Is Available
- Review the Details: Amount of Student Loans Borrowed, Estimated Future Payments
- Reach Out, Take Action: Financial Aid, Student Services, Academic Advising

Let's work together to help you achieve your goals!

- Graduating on time
- Student loans managed
- Career success!

Let us know if you have any questions.

Financial Aid Office

Suggested use:

- Email students two weeks prior and two days prior to when you plan to email them with your student debt letter.
- Include part of the message with your “new to school” informational emails.

Text Message

88 characters with spacing

Suggested use:

- Text students seven days prior and one day prior to when you plan to email your student debt letter.

If you have permission to communicate to your students by text here's a message you could send.



Learn more at attigo.com

