

Getting Your Piece of the Pie

District Challenge Kickoff



Colorado Department of Higher Education Launches “Get Your Piece of the Pie” District Challenge for FAFSA Completion

[The Free Application for Federal Student Aid \(FAFSA\)](#) is students’ ticket to receiving scholarships, grants and work study, but **only 50 percent** of Colorado high school seniors completed the form last year. Over the last two years, that translates to an estimated **\$92 million** in financial aid left on the table—unclaimed taxpayer money that could bridge the gap for tens of thousands of students.

Colorado can no longer afford to rank toward the bottom in statewide FAFSA completion. That’s why the Colorado Department of Higher Education is launching the **Get Your Piece of the Pie** campaign today through Friday, March 13, 2020.

We’ve set a goal to raise FAFSA completion by 5 percent statewide, and to get there, we’re asking Colorado’s school districts to join a friendly competition. Racing against their neighbors, we’re seeing which **school district can achieve the highest FAFSA completion rate growth by March 13, 2020**. What’s more, **the first 20 high schools to reach 75 percent completion** will be automatically entered in our **Pi Day pizza party giveaway!**

Ready to boost your rate? Here are more ways to get involved:

- **Show the Governor Polis’ video** at rallies, FAFSA nights and workshops, and share it on social media.
- Download **talking points, posters, student handouts** and more on our [FAFSA resources page](#).
- **Embrace the “pie” theme!** As a reward for reaching your FAFSA completion goal, have students “pie” a staff member in the face—and make sure to send us the video!
- **Host a FAFSA night in your community.** Check out [this great toolkit](#) from the U.S. Department of Education for templates, tools, sample programming and more.

Why does FAFSA completion matter?

Completing the FAFSA significantly increases the odds that students will continue their education—especially among low-income and minority students. Studies show that 90 percent of high school seniors who complete the FAFSA attend college directly after high school compared to 55 percent of non-completers. Boosting our FAFSA completion rate will boost our college-going rate, too.