

# SAVE

## ON STUDENT DEBT

### PROGRAM OVERVIEW

*SAVE on Student Debt* is a partnership outreach campaign between the U.S. Department of Education, Civic Nation, the National Association for the Advancement of Colored People (NAACP), the National Urban League (NUL), Rise, the Student Debt Crisis Center, UnidosUS, and Young Invincibles. The campaign will engage organizations across public, private, and nonprofit sectors to help millions of eligible borrowers take full advantage of the benefits provided by the Saving on A Valuable Education (SAVE) Plan – the Department’s new income-driven repayment plan, as well as ensure borrowers know about other resources and debt forgiveness programs available from the Department.

### WEEK OF ACTION

Through the SAVE on Student Debt campaign, we are asking everyone — community organizations, colleges and universities, government agencies, community leaders, and more to spread the word about affordable repayment options and the SAVE Plan. Everyone can play their part to support this work!

**We’re kicking off our Week of Action on September 11th through September 17th. Sign up to join this Week of Action at [saveonstudebt.org/weekofaction](https://saveonstudebt.org/weekofaction).**

This overview document includes outreach examples and visual assets like social media graphics and flyers.

**You can find a FSA SAVE Fact Sheet [here](#) and additional FSA outreach materials website [here](#).**

Feel free to reach out to [saveonstudentdebt@civiction.org](mailto:saveonstudentdebt@civiction.org) if you have any questions!

### ACTIONS TO HELP SPREAD THE WORD

**There are 5 key ways you can help us spread the word about the Income-Driven Repayment (IDR) application for enrolling in SAVE and help your communities, audiences, and memberships get the support they need!**

*Make sure to clearly communicate that this information is available at [StudentAid.gov](https://StudentAid.gov), comes from the SAVE on Student Debt campaign, and is in partnership with the U.S. Department of Education.*

**We’re encouraging supporting organizations to commit to taking at least one of the following actions between DATES:**

1. Host one or more IDR application awareness event(s) in your community
2. Spread awareness about SAVE and affordable repayment options through your existing programming
3. Email and/or text your audiences with information about the IDR application and SAVE

4. Share **#SAVEonStudentDebt** content and post your own content about the SAVE application on social media
5. Write a blog post about the importance of the IDR application and how it can benefit students and families

### Examples of events and activations:

Community organizations: Organize workshops, webinars, or community fairs to spread awareness about SAVE, post about SAVE on social media, email/SMS to your membership/email lists

Schools, Higher Education Institutions, and Associations: Provide informational sessions or send resources to students, parents, and alumni; include information in newsletters and communications to community partners; host on-campus activities; post about SAVE on social media

Companies: Send information to employees, support local community events, email your customers about SAVE, post about SAVE on social media

## EXAMPLE OUTREACH EMAIL

*Below is an example of an email from Federal Student Aid, sharing information about the SAVE plan with student loan borrowers. You may adapt this example for your audience, or can forward it to your email list. If you do the latter, make sure to write your own header email that hits on the following points:*

- *Remember to always identify yourself by your organization, never as a U.S. Department of Education representative.*
- *Make sure to clearly communicate that this information comes from the SAVE on Student Debt campaign, a partnership that includes the U.S. Department of Education.*

Dear [Name],

Did you know that you or your loved ones could significantly reduce your federal student loan payments by enrolling in the newly launched Saving on a Valuable Education (SAVE) Plan, the most affordable income-driven repayment plan yet?

The SAVE Plan is a new way to pay your federal student loans, aimed at easing the burden of student loan repayments for folks in [your area] and all across the country!

The SAVE Plan reduces monthly payments for most borrowers. Many borrowers will be eligible for \$0 monthly payments, and others would save an average of \$1,000 annually - allowing you to maintain progress toward paying off your student loans and eventually get the remaining balance forgiven. Plus, you can rest easy knowing that unpaid interest won't cause your balance to grow. Many of the SAVE benefits have already started but more benefits (and more savings) will be implemented next year.

You can apply for SAVE using the U.S. Department of Education's new Income-Driven Repayment (IDR) application and no longer deal with the hassle of annual paperwork to keep those low payments. All you'll need to do in your application is to confirm that you want the Department to use your next federal tax return for that purpose.

To check your eligibility and learn more about the SAVE Plan, head over to [StudentAid.gov/SAVE](https://StudentAid.gov/SAVE) and explore your repayment plans at [StudentAid.gov/Loan-Simulator](https://StudentAid.gov/Loan-Simulator). Or, if you're ready to apply now, head straight to [StudentAid.gov/IDR](https://StudentAid.gov/IDR).

## EXAMPLE SOCIAL MEDIA LANGUAGE

Below are some recent social media posts from the White House and U.S. Department of Education, which you can retweet or repost with your own message for your audience. Where possible, amplify and tag:

- Civic Nation on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#).
- U.S. Department of Education on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#)
- Federal Student Aid on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#)
- Founding Partner Social Handles: [@WeAreUnidosUS](#), [@YoungInvincible](#), [@DebtCrisisOrg](#), [@NatUrbanLeague](#), [@RiseFreeOrg](#)
- Use the #SAVEOnStudentDebt hashtag where appropriate

### **WHITE HOUSE POST:**

The Saving on a Valuable Education plan application is open! The SAVE plan is the most affordable student loan repayment plan ever, and will lower monthly payments for millions of borrowers. Apply now: <http://StudentAid.gov/SAVE>.

### **DEPARTMENT OF EDUCATION POST:**

Are you an organization that works with federal student loan borrowers? Want to help your community lower their monthly payments? Join ED & @CivicNation's #SAVEOnStudentDebt campaign to get involved: <http://SaveOnStudentDebt.org/join>

### **DEPARTMENT OF EDUCATION POST:**

The Biden-Harris Administration is launching the Saving on A Valuable Education (SAVE) plan – the most affordable repayment plan ever created. Here's how this plan will save millions of student loan borrowers money on their monthly payments. [THREAD]

### **FEDERAL STUDENT AID POST:**

Wondering how your student loan payment can be lowered on the new Saving on a Valuable Education (SAVE) Plan? These scenarios will show you monthly payment estimates under the SAVE Plan. Estimate yours using Loan Simulator: <http://StudentAid.gov/loan-simulator>

### **FEDERAL STUDENT AID POST:**

Your federal student loan servicer is your go-to contact for all student aid and student loan questions. They can help you understand or change your repayment plan. Find out who your servicer is on your Account Dashboard on <http://StudentAid.gov>

## VISUAL ASSETS

Access these resources by clicking the links below:

- [Social media graphics](#)
- [Postcards](#)
- [Flyers](#)

For a quick glance, the social media graphics are also displayed here!

# YOUR FEDERAL STUDENT LOAN PAYMENT **COULD BE AS LOW AS \$0/MONTH**

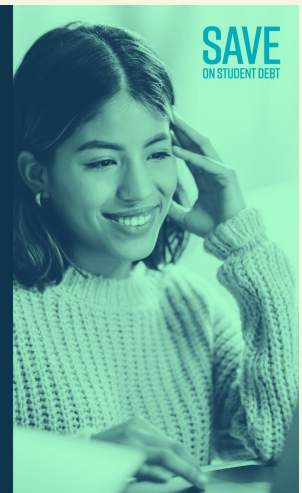
with the new SAVE repayment plan.

Apply at [StudentAid.gov/save](https://StudentAid.gov/save)

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ON STUDENT DEBT

An official campaign from the U.S. Department  
of Education and non-federal partners

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This toolkit contains resources that are provided for the user's convenience. The inclusion of these materials is not intended to reflect its importance, nor is it intended to endorse any views expressed, or products or services offered. These materials may contain the views and recommendations of various subject matter experts as well as hypertext links, contact addresses, and websites to information created and maintained by other public and private organizations. The opinions expressed in any of these materials do not necessarily reflect the positions or policies of the U.S. Department of Education. The U.S. Department of Education does not control or guarantee the accuracy, relevance, timeliness, or completeness of any outside information included in these materials. All materials disseminated as part of this toolkit must clearly reflect that the source of this information is SAVE on Student Debt, a partnership including the U.S. Department of Education.