

# SAVE

## ON STUDENT DEBT

### SAVE EARLY FORGIVENESS WEEK OF ACTION TOOLKIT

SAVE on Student Debt is a partnership outreach campaign between the U.S. Department of Education, Civic Nation, the NAACP, the National Urban League (NUL), Rise, the Student Debt Crisis Center, UnidosUS, and Young Invincibles. We are on a mission to help borrowers save money on their student loan payments by enrolling in the U.S. Department of Education's new income-driven repayment plan – the Saving on a Valuable Education (SAVE) Plan.

In January 2024, the Department [announced](#) that it would implement one of the most exciting parts of the SAVE plan early. Starting in February, borrowers enrolled in SAVE who took out less than \$12,000 in loans could get their remaining balance forgiven in just 10 years, rather than 20 or 25 under previous repayment plans. Past time in repayment, including the payment pause counts. Eligible borrowers already enrolled in SAVE will see their forgiveness approved in February. Some borrowers who took out more than \$12,000 may also be able to get forgiveness earlier. Eligible borrowers could see debt forgiveness in the next few months if they enroll in SAVE.

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 outreach on this announcement with a Week of Action January 29th – February 2nd.

Our goal is to send borrowers either directly to the Income-Driven Repayment (IDR) application, or to a webinar hosted by Federal Student Aid on Thursday, February 8<sup>th</sup>. This overview document includes outreach examples and visual assets like social media graphics and flyers to support you in this effort.

Please use [#SAVEOnStudentDebt](#) so we can see and amplify your work.

Reach out to Jalakoi Solomon, EVP, Campaigns and Partnerships at [jalakoi.solomon@civcnation.org](mailto:jalakoi.solomon@civcnation.org) or Emily Kong, Digital Manager, at [emily.kam.kong@civcnation.org](mailto:emily.kam.kong@civcnation.org) if you need assistance.

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## ACTIONS TO HELP SPREAD THE WORD

**There are 5 key ways you can help us spread the word about the 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 SAVE and how it can benefit borrowers 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 SOCIAL MEDIA LANGUAGE

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

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

### [U.S. Department of Education post](#)

Today, the Biden-Harris Administration is announcing an accelerated timeline toward forgiveness for borrowers enrolled in the Saving on a Valuable Education (SAVE) Plan. [\[LINK\]](#)  
Learn what this means for you if you're enrolled in SAVE (and if you're not, learn how you can!)

### [Civic Nation post](#)

Good news for some #SAVEPlan borrowers: relief is on its way! Qualifying SAVE borrowers will see their debt canceled automatically beginning in February. With @usedgov, the #SAVEOnStudentDebt coalition will work to help borrowers enroll and take advantage of this benefit!

### [AFT post](#)

🌟 Starting next month, borrowers enrolled in SAVE who took out less than \$12,000 in loans and have been in repayment for 10 years will get their remaining student debt canceled immediately. [\[LINK\]](#)

### [NCLC post](#)

Borrowers enrolled in the Saving on a Valuable Education (SAVE) Plan could have any remaining balance on their loans canceled after 10 years, instead of the 20 to 25 years of payments previously required. #ProtectBorrowers #CancelStudentDebt Learn more: [\[LINK\]](#)

### [NAACP post](#)

Today, the @usedgov announced that it would expand the SAVE program to extend early debt forgiveness for borrowers with initial loans of \$12,000 or less who have made payments for at least 10 years, starting next month. Read more: [\[LINK\]](#)

## EXAMPLE OUTREACH EMAILS

Below is the text from two recent emails sent by the U.S. Department of Education and from Civic Nation. You may adapt this example for your audience. Please do not use the FSA email verbatim; if you forward it to your email list, make sure to write your own header message 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.

## Federal Student Aid email to potentially eligible borrowers

**Subject Line:** You may qualify for loan forgiveness on SAVE

**Preview Text:** Learn about the newest benefit of SAVE.

**Headline:** Coming Soon: A Faster Way to Total Forgiveness

Dear [First Name],

In February, the Biden-Harris Administration is launching a new benefit to forgive loans for select qualifying borrowers enrolled in the [Saving on a Valuable Education \(SAVE\) Plan](#). Starting in February, we will begin forgiving the remaining balance on loans of borrowers who

- are on SAVE;
- originally borrowed \$12,000 or less to attend school; and
- have at least 10 years of payment history.

It does not matter if your outstanding balance is higher than what you originally borrowed.

[Sign up for SAVE today](#) to see if you could benefit. For borrowers already enrolled in SAVE, the U.S. Department of Education will apply these benefits automatically.

### Other Benefits of the SAVE Plan

Faster forgiveness is just another way the SAVE Plan is the most affordable student loan payment plan for many borrowers. You could be saving money on your monthly payments by enrolling in SAVE.

The SAVE Plan calculates monthly payments based on your income and family size, rather than your loan balance. Unlike with other income-driven repayment plans, your balance can't grow because of runaway interest as long as you are making your monthly payment. Many borrowers have seen their monthly payments drop to \$0 payment under the SAVE Plan.

We strongly encourage borrowers to apply right away. Anyone with Direct Subsidized and/or Direct Unsubsidized Loans—regardless of income level—can apply to see if the SAVE Plan is the best option for you.

## Civic Nation email promoting borrower webinar

**Subject Line:** NEW: could you qualify for student loan forgiveness sooner?

**Preview Text:** Learn about the newest benefit of SAVE.

**Headline:** Coming Soon: A Faster Way to Total Forgiveness

Dear [First Name],

Big news: earlier this month, the U.S. Department of Education announced that they would implement one of the most exciting parts of the SAVE plan early. Starting in February, borrowers enrolled in SAVE who took out less than \$12,000 in loans could get their remaining balance forgiven in just 10 years, rather than 20 or 25 under previous repayment plans. Past time in repayment, including the payment pause counts. Eligible borrowers already enrolled in SAVE will see their forgiveness approved in February. Some borrowers who took out more than \$12,000 may also be able to get forgiveness earlier.

The SAVE plan already saves borrowers a lot of money on their monthly payments but now, many could see debt forgiveness in the next few months if they sign up.

To help borrowers learn if they might be eligible, Federal Student Aid is hosting a webinar on Thursday, February 8<sup>th</sup>. Experts from the Department will share information with borrowers about this new path to forgiveness, how to apply for the SAVE plan, and other timely updates about student loan repayment.

Register to join us at 8pm on the 8th [here!](#) Or, if you're ready to sign up, go ahead and start your [Income Driven Repayment \(IDR\) application](#) for the SAVE plan today.

## VISUAL ASSETS

Access our existing SAVE resources by clicking the links below:

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

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

**THE SAVE PLAN IS PROVIDING LOAN FORGIVENESS FASTER!**

Borrowers on SAVE with an original loan balance of \$12k or less who have been in repayment for as few as 10 years will see any remaining balance cancelled, beginning in February.

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

**STARTING IN FEBRUARY, THE DEPARTMENT OF EDUCATION WILL BEGIN FORGIVING THE REMAINING BALANCE ON LOANS OF BORROWERS WHO:**

- are enrolled in a SAVE Plan;
- originally borrowed \$12,000 or less; and
- have at least 10 years of payment history.

It does not matter if your outstanding balance is higher than what you originally borrowed.

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

**SAVE BORROWER WEBINAR**

Experts from Federal Student Aid will share information with borrowers about this new path to forgiveness, how to apply for the SAVE plan, and other timely updates about student loan repayment.

**Thursday, February 8th at 8 PM ET**

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

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.