Advancing the Campaign to Double Pell

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Agenda

- Making the Case for Double Pell: The Road to $13,000
- #DoublePell Campaign Tools & Resources
- Advocacy in Action
- How You Can Help

#DOUBLEPELL

Why Should Congress Double the Pell Grant Max Award to $13,000 Now?

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Pell Grant Program Today

$30 Billion ➡ 7 Million Students

Making the Case

75% Amount of student expenses to attend a 4-year college paid for by a Pell Grant maximum award in the mid-1970s.

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Making the Case

28% Amount of student expenses to attend a 4-year college paid for by a Pell Grant maximum award today

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Making the Case

Pell Grant Program Today

- **60%** of Black students
- **50%** of American Indian or American Native students
- Nearly **50%** of Latino students
- **30%** of White students

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Pell Grant Program

Max Award Today
$6,495

Double Pell
$13,000

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Making the Case

#DOUBLEPELL

1. Doubling Pell would increase access and affordability

Doubling the Pell Grant max award would cover …
- 59% of the avg. cost to attend a 4-year public college
- ALL costs to attend a community college
- 26% of the avg. cost to attend a 4-year private college

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2. Doubling Pell would reduce student debt

Doubling the Pell Grant max award would …

- Narrow the affordability gap for low-income students by reducing the need for them to borrow to pay for college

3. Doubling Pell would help meet student "basic needs"

Doubling the Pell Grant max award would cover …
- The cost of attendance, not just tuition, for low-income students who struggle to meet basic needs like food, housing, health care and child care

4. Doubling Pell would increase completion

Doubling the Pell Grant max award would …

- Encourage more students to pursue higher education and apply for financial aid.

5. Doubling Pell would help with the post-COVID economic recovery

Doubling the Pell Grant max award would …
- Help low-income students and families particularly hard hit by the economic downturn caused by the pandemic

Making the Case

Why Ask Congress to Double Pell:

1. Increase access and affordability
2. Reduce student debt
3. Help meet student "basic needs"
4. Increase completion
5. Help with the post-COVID economic recovery

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Origin Story

Tools & Resources

Parallel Tracks: Two Websites

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- PNP-focused
- Targeting presidents

#DoublePell
- Private Colleges and Universities
- Public Colleges and Universities
- Community Colleges
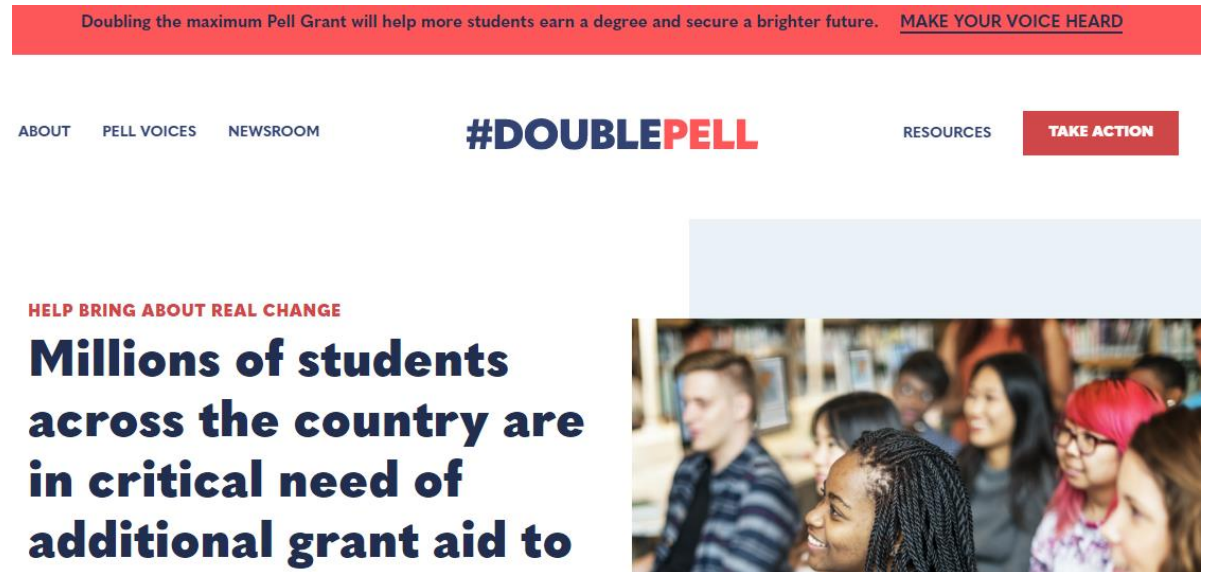
- Targeting students & families

Tools & Resources

July 13 Launch

NAICU.edu/doublepell
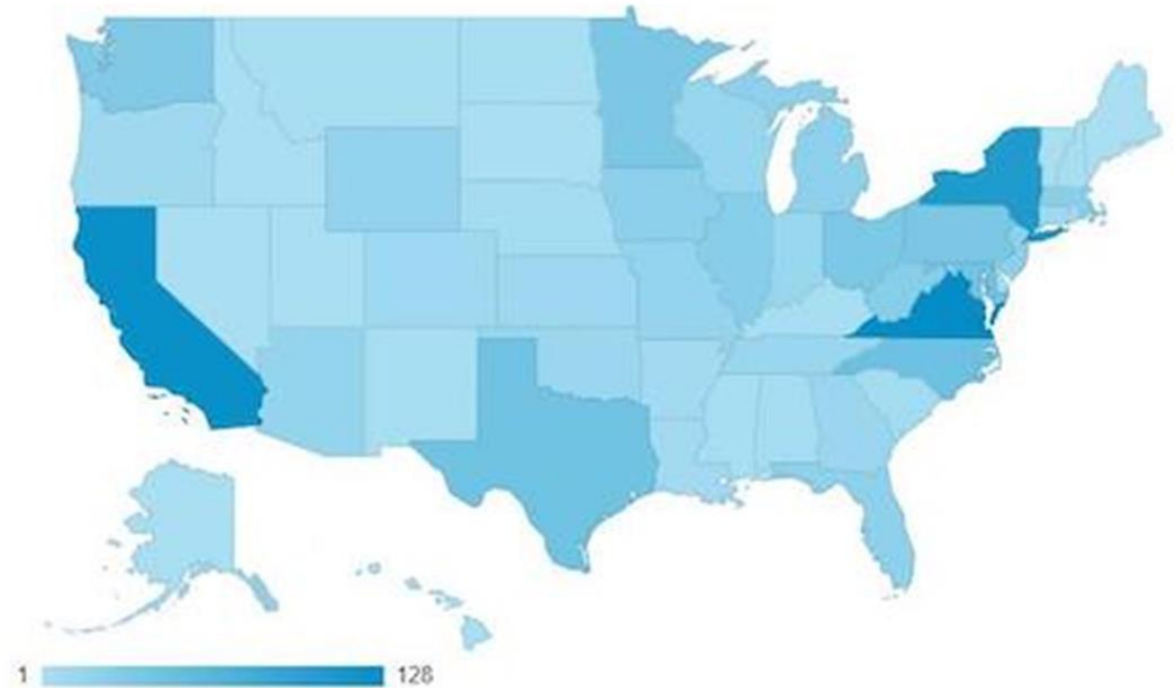
DoublePell.org

Doubling the maximum Pell Grant will help more students earn a degree and secure a brighter future.   MAKE YOUR VOICE HEARD

ABOUT   PELL VOICES   NEWSROOM   #DOUBLEPELL   RESOURCES   TAKE ACTION

HELP BRING ABOUT REAL CHANGE

Millions of students across the country are in critical need of additional grant aid to

#DOUBLEPELL

MAKING THE CASE   RESEARCH   TAKE ACTION   NEWS & EVENTS

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Tools & Resources

Early Results

- Nationwide engagement
- 3,000 emails sent via Contact Congress

1   128

How You Can Help

#DOUBLEPELL

- Meet with your Member of Congress
  - Include Pell Grant students
- Send a letter to Congress
- Organize a campus event for faculty, students & staff
- Encourage students to engage in the #DoublePell campaign
  - Sending a letter to Congress
  - Submitting a personal story

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How You Can Help

- Write an op-ed
- Campus communications team can engage on social media with #DoublePell
- Engage financial aid officers
- Engage student life leaders
- Engage faculty
- Send us your videos, photos, & news coverage (DoublePell@NAICU.edu)

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How You Can Help

WHY #DOUBLEPELL ?

1. HELPS 6.9 MILLION STUDENTS PAY FOR COLLEGE EACH YEAR

2. FAIREST & MOST EFFICIENT WAY TO HELP LOW-INCOME AND FIRST-GENERATION STUDENTS

3. OVER 80% OF RECIPIENTS FROM FAMILIES WITH INCOMES OF $40,000 OR LESS

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