More completed FAFSAs

Make the FAFSA® easier with Going Merry's free software.

With its 100+ questions and fine-print footnotes, the FAFSA can be scary.

That's why we've rewritten, reordered, spliced, and combined questions--to make one **easy-to-understand form,** with a design that motivates higher completion rates.

We also offer **detailed data tracking** so that school counselors can see individual student progress, and school districts can get actionable data.

Students and parents get a better, easier filing experience.

- Behavioral science-backed design, to encourage focus and progress
- Clearer questions and help text (no more rifling through the footnotes!)
- Common mistakes highlighted, so students know what *not* to do
- Searchable knowledge base of questions & on-hand support
- Cross platform: web browser, iOS app, and Android app

Schools and counselors get support through the process.

- Live stats on each student's progress and eligibility for State Grants
- Materials (lesson plans, handouts, videos) to help counselors guide students through the process
- Dedicated account manager per district

Districts get detailed and actionable data.

- Overall completion rate stats, broken down by school
- Insight into "difficult" questions (where students got stuck)
- Data on parent finances: incomes (AGI), liquid capital, and net worth

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BEHAVIORAL SCIENCE-BACKED DESIGN

We ask one question at a time. This encourages students to focus on one thing (reducing cognitive load) and gives them a sense of forward progress because they're quickly moving through pages. Both of these encourage form completion.

Moreover, unlike the government FAFSA form, Going Merry allows students to **skip forward in their application**, so that they can complete everything they know the answer to--and then return to "tricky" questions later after consulting their parent, counselor, or Going Merry support team.
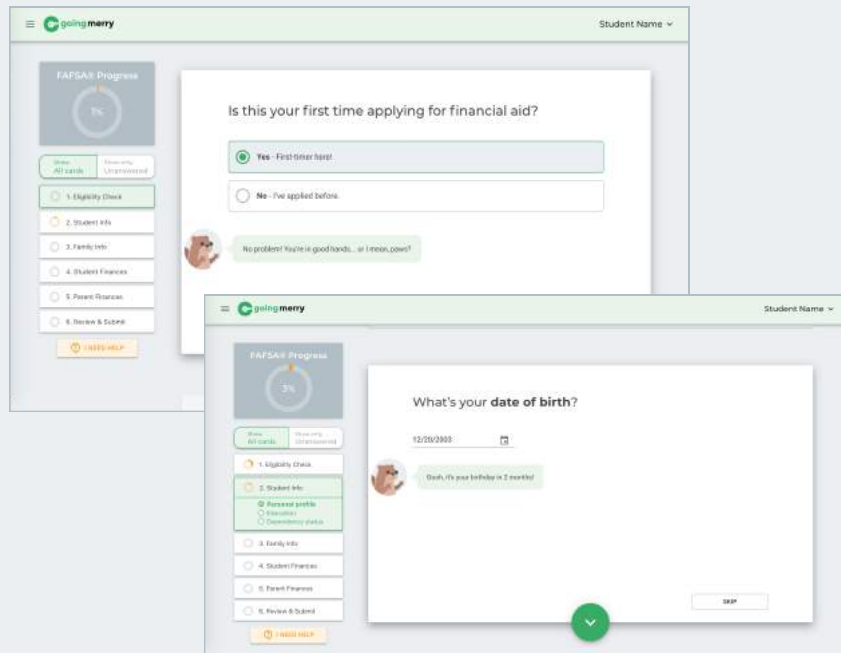
FRIENDLY, MOTIVATIONAL MESSAGES

Throughout the application, we let the student know where they are in the process ("signposting"), introduce them to new sections, and motivate them to continue to the next part.

These are all written in friendly, youthful language that make the experience more fun.

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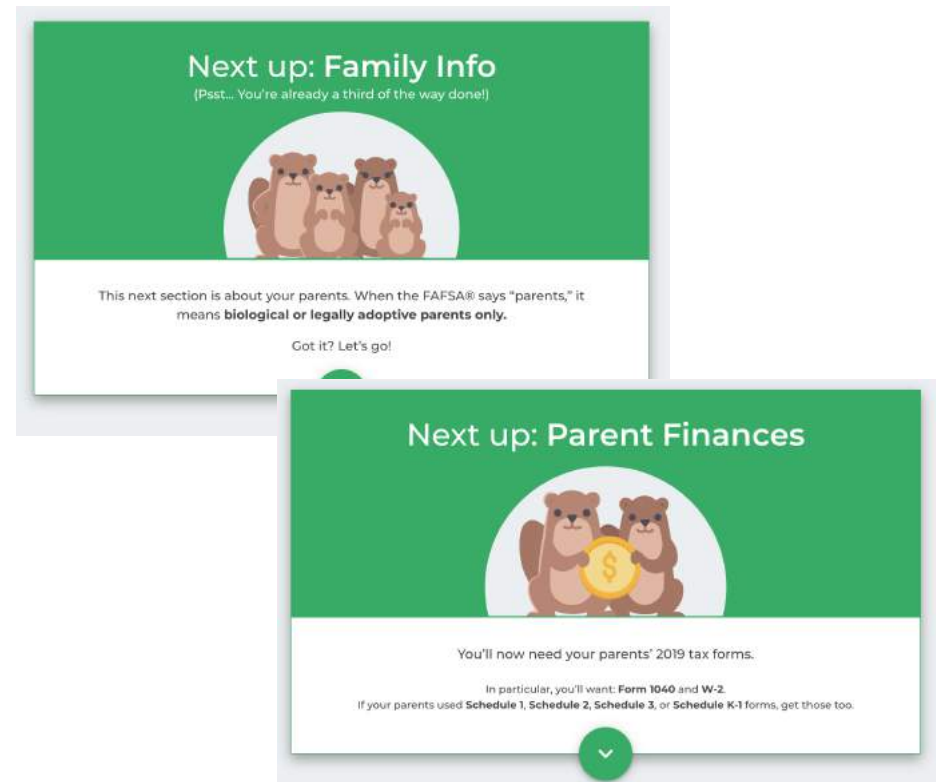
QUESTIONS IN **CLEAR, SIMPLE ENGLISH**

We've reworded, broken apart, or combined certain questions to make them **easier to answer**--thereby making the form faster to complete. We also integrate important information previously hidden in the (separate) footnotes, to make sure students understand the full question context.

Original FAFSA version:

> As of today, is either of your parents a dislocated worker?

▼

Adjusted Going Merry version:

As of today, are Maria and/or Daniel unemployed but seeking work?

○ Yes

○ No

Why is Maria or Daniel unemployed?
CHECK ALL THAT APPLY, OR SELECT "NONE OF THE ABOVE"

☐ They voluntarily quit their job

☐ They were laid off or lost their job

☐ They were previously self-employed, but now are unemployed due to economic conditions or a natural disaster

☐ They were previously a homemaker (e.g. stay-at-home mom or dad) but are no longer sufficiently financially supported by their spouse

OR

☐ None of the above

SKIP

PROBLEMATIC QUESTIONS REPHRASED

We've taken care to rephrase questions that students frequently answer incorrectly, like their name (they use nicknames), email address (they use their high school one), or their parents' names (in non-nuclear families, this can be tricky!)

Original FAFSA version:

Your e-mail address   ?

[   ]

▼

Adjusted Going Merry version

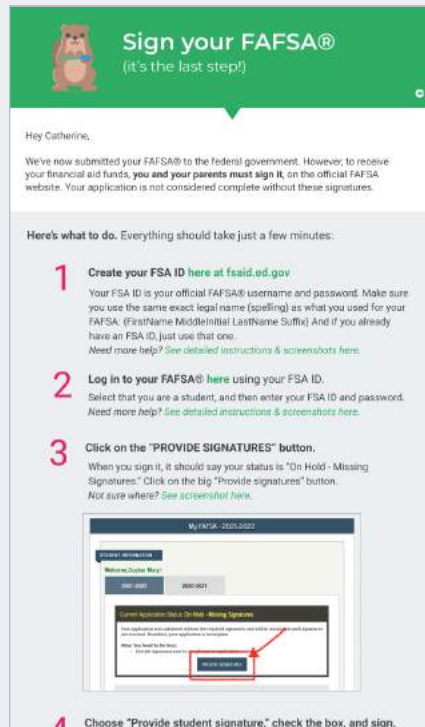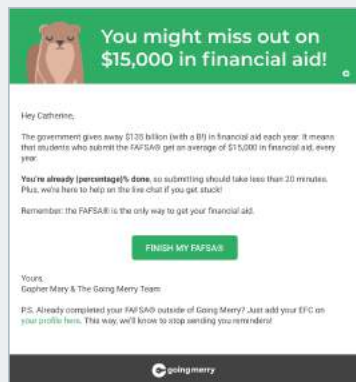What's your **personal** email address? (not your school one)

Watch out! This is the email address the government will use to send you important documents and updates. Use your personal (not school) email address, so you'll get these emails even after you graduate.

Personal email address
e.g. john.smith@gmail.com

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AUTOMATATED **TEXT** **& EMAIL REMINDERS**

EXPERT HELP, ONE CLICK AWAY

Students at your school or district will get **automatic weekly reminders by text message & email, gently nudging them to complete the next step.**

Students who haven't started will be shown why they should start now. Those who are partway through will be reminded to finish. And those who haven't signed their application will be explained how to set up FSA IDs to do so.
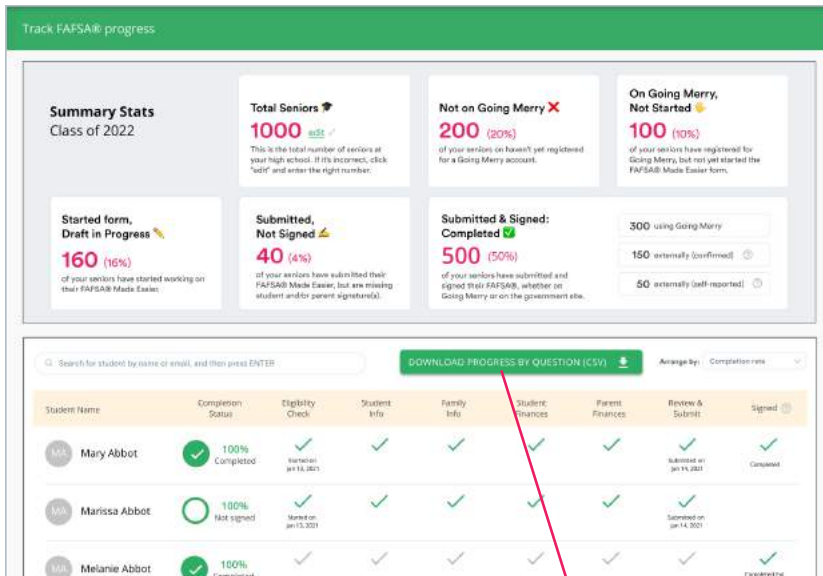
If students are ever stuck, they can consult a searchable, ever-growing knowledge base of common questions and answers. Alternatively, they can contact our support by chat or email.

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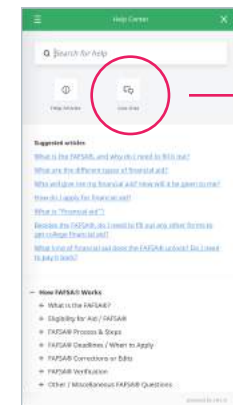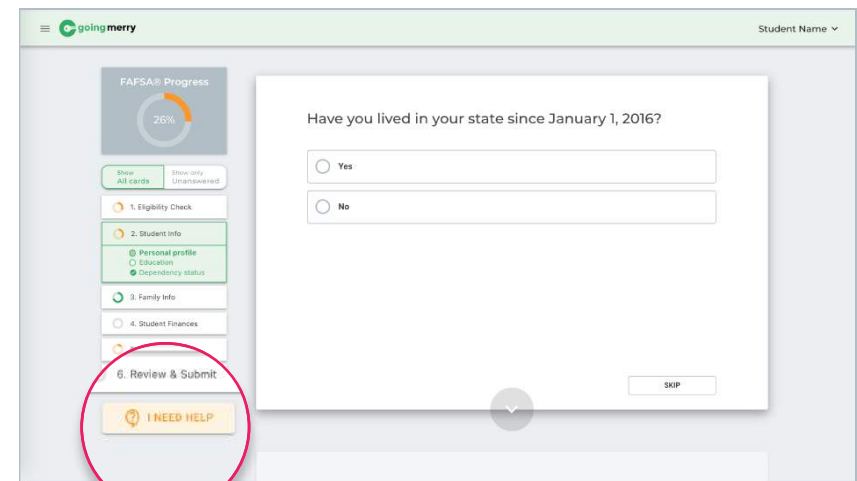
STUDENT PROGRESS TRACKING & DATA REPORTING

Counselors can review **each student's progress,** overall, by section, or by question. This way, they can provide personalized nudges to any students who might need it.

At the school or district level, we can also provide aggregated data insights from student profiles (e.g. most common intended major) or FAFSA answers (e.g. average parent gross adjusted income).

RECOMMENDED BY COUNSELORS

"
"FAFSA Made Easier helped us **double our completion rate** this year. Not only did students complete the form themselves in just minutes, but they also taught themselves a great deal about how financial aid works as they followed Going Merry's program."

Anne Levy
Senior College Guidance Coordinator, BASIS Phoenix
"

"
We have tried many things through the years to increase FAFSA completion rates, but **Going Merry surpasses them all**. It empowers students and parents, in a user-friendly way.

Christopher Plourde
Guidance Counselor
Greater Lawrence Technical School
"

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EXCELLENT TRACK RECORD

Last year, when we piloted the FAFSA® Made Easier software, our partner schools saw higher completion rates.

This builds on a **proven track record** from our scholarships software, which has helped foundations and schools drastically increase their applicaton rates.

At **NJU high school district** in Northern California, the

% of students who applied for scholarships **increased**

FROM
33% ▶

TO
70%

in **1 year** of using Going Merry

GOING MERRY, THE COMPANY

At Going Merry, our mission is to give every student access to life-changing education. We do this by helping them apply for financial aid from the government, colleges, and private organizations. We would love to partner with you—to make college more affordable for your students.

Quick Stats

goingmerry is already used by

600,000+
STUDENTS

11,000+
COUNSELORS

1 in 2 HIGH SCHOOLS

Interested?
Let's continue the conversation.

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