

Use the talking points in this document to create your own informational materials promoting FAFSA completion, sharing Wyatt or when talking about the FAFSA and Wyatt with students and parents.

You can also use any of the pre-made, customizable materials on the [educator resources](#) page.

The Basics

FAFSA information

- **The FAFSA is the gateway to college.** It can unlock thousands of dollars per student in federal grants, student loans, state assistance, and other resources to make college more affordable.
- Students who complete the FAFSA are **64% more likely to attend college right away.**
- In 2022, 4 out of 10 high school seniors didn't complete the FAFSA, leaving nearly **\$3.6 billion on the table.**
- FAFSA completion rates **fell 5%** during the pandemic, and this year's application is all new — making tools like Wyatt even more essential.

What is Wyatt?

Wyatt is a digital FAFSA advisor, helping students complete the FAFSA so they can get help paying for college. Fully responsive, free for students, and available 24/7, students can chat with Wyatt at GetFAFSAHelp.org/NorthStar or sign up to text Wyatt. In addition, Wyatt can text helpful tips and reminders to keep your FAFSA application on track.

What can Wyatt do?



24/7 on-demand help

Students can ask Wyatt their FAFSA questions anytime and get instant answers.



Proactive text reminders

Students who sign up for text messages get regular tips and reminders until they complete the FAFSA.

How do you start using Wyatt?

Anyone wanting to use Wyatt to get help completing the FAFSA can chat now or sign up at GetFAFSAHelp.org/NorthStar.

Wyatt features and benefits

Up-to-date, precision help

Wyatt is fully up to speed on all the latest changes to the FAFSA, ensuring students get answers to all their FAFSA questions.

Free for students

Wyatt is powered by [Benefits Data Trust](#) (BDT), a national nonprofit working to modernize access to public assistance. There is no cost to students who use Wyatt to get help completing the FAFSA.

Multilingual support

The webchat option, available at [GetFAFSAHelp.org/NorthStar](#), can answer FAFSA questions in dozens of languages.

Always ready to help

An AI-powered chatbot, Wyatt is available 24/7, so students can get the answers they need, when they need them.

Wyatt's impact

- Since 2019, Wyatt has **helped over 30,000 students** complete the FAFSA, unlocking **nearly \$40 million** in federal grant aid.
- Low income students who used Wyatt were **34% more likely** to complete the FAFSA.
- **3 in 4 students** who sign up to text Wyatt do so at least once to get help with the FAFSA.
- **84% of students** describe their experience using Wyatt as “good” or “excellent.”

Suggested headlines

Consider using the following headlines to introduce Wyatt when creating your own informational materials.

- Filling out the FAFSA? Wyatt’s got your back.
- FAFSA got you stuck? Wyatt’s here to help.
- Your FAFSA questions answered. Anytime. Anywhere.
- Get your FAFSA done right... with Wyatt.

Hashtags

Consider using the following hashtags when sharing Wyatt on social media.

#AskWyatt

#FAFSAHelp

#StudentSucces

Common questions about Wyatt

Is Wyatt free?

Wyatt is free for students to use. There’s no limit to how many questions a student can ask — although your cell phone carrier’s standard message and data rates may apply if you sign up to receive texts from Wyatt. Students can opt out of Wyatt anytime by replying STOP.

What will Wyatt do with students' information?

Wyatt will not ask students to share any sensitive personal or financial information, such as their Social Security numbers. Any personally identifiable information students do provide will not be shared with a third party.

Who's behind Wyatt?

Wyatt is powered by Benefits Data Trust (BDT), a national nonprofit working to modernize access to public benefits that put food on the table, provide access to healthcare, and help students pay for college. Learn more about BDT at bdtrust.org.

What kind of questions can you ask Wyatt?

Wyatt can answer questions about a student's FSA ID (you'll need one to apply), eligibility, deadlines, and more. Students can also message Wyatt to find out what documentation is required to submit the FAFSA and what information a parent or guardian needs to provide.

Here are a few examples of questions you can ask Wyatt:

- *Who should start my FAFSA, me or my parent?*
- *How do I know if my application has been submitted?*
- *Who should I name as a "contributor"?*
- *What if my parents didn't file taxes?*
- *How should I list my schools?*
- *Should I complete the FAFSA if I'm undocumented?*

I can help!

