



Counselor conversations with Common App: Scholarship matching

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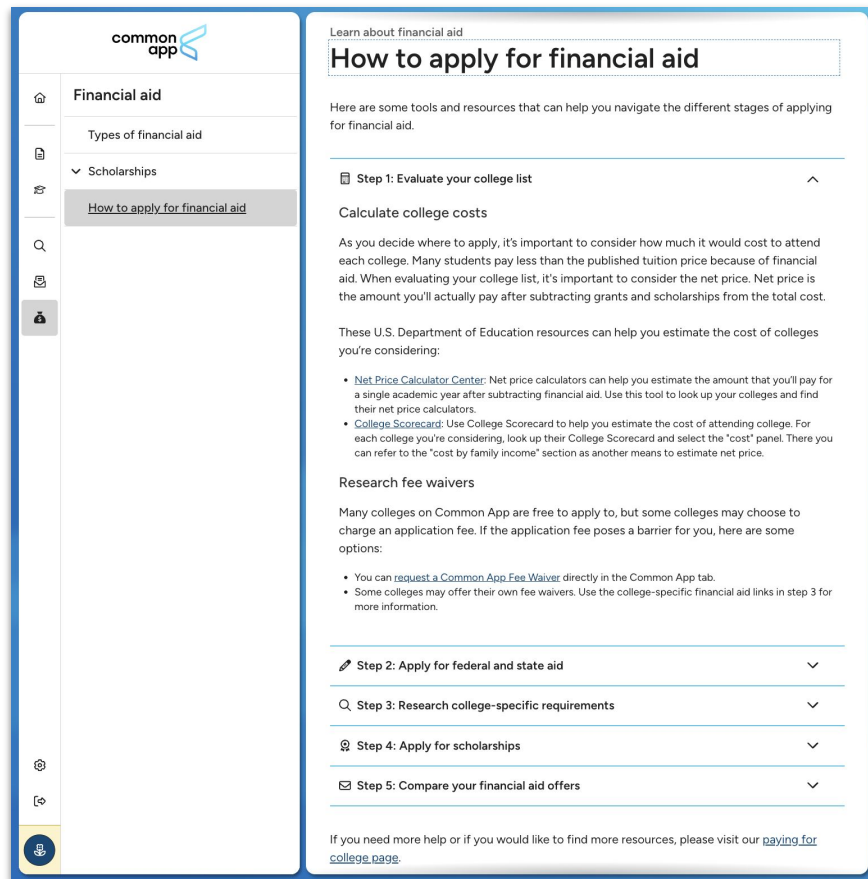
AFFORDABILITY

Common App is committed to connecting students with the full range of financial aid opportunities, and empowering them with reliable information about the costs of a postsecondary education.



Connecting students to financial aid resources

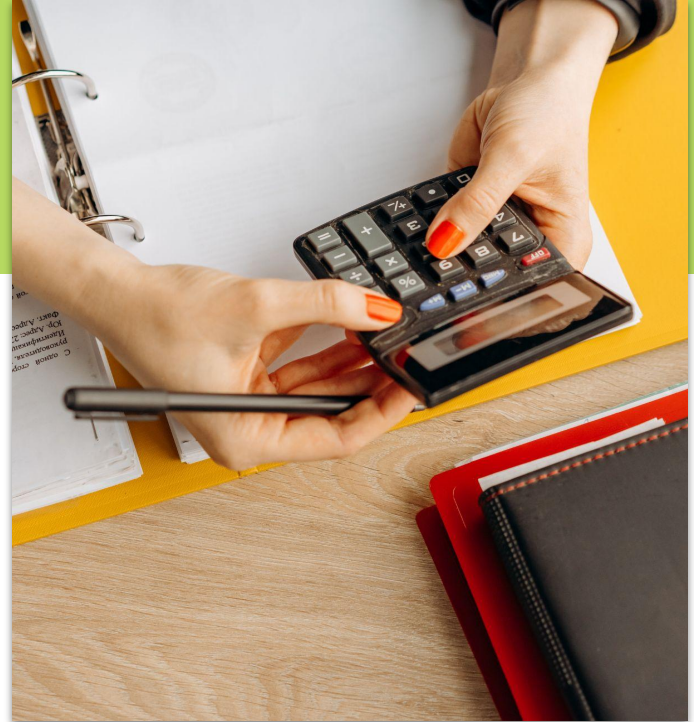
- We've streamlined access to the Common App fee waiver
- Our financial aid section guides students step-by-step through the financial aid process
- Our [Paying for college](#) page offers FAFSA resources



Scholarship matching

In partnership with Scholarship America and the National Scholarship Providers Association, Common App's scholarships program connects students with scholarship opportunities they're eligible for based on their responses to questions in My Common Application.

commonapp.org/scholarship-matching



Scholarship matching approach



2021–2023

Partnered with Scholarship America to notify students of their scholarship eligibility through email.

Emails were effective in motivating first-generation and low-income students to apply.



2023–2024

Piloted in-app matching with Scholarship America.

Students who received in-app matches were twice as likely to apply.

Pilot drove \$4.8M awarded to low-income students.

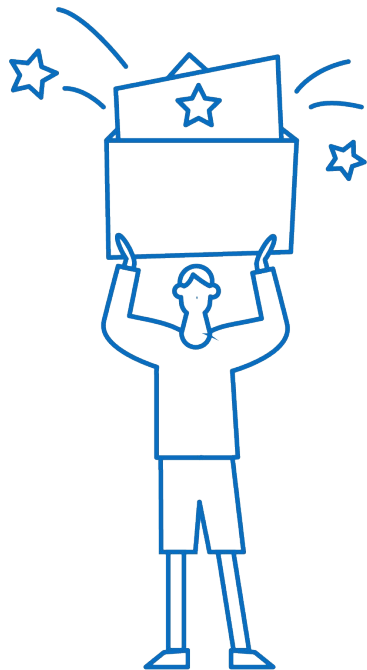


2024–2025 to present

Continuing work with Scholarship America, focused on first-generation, low-income students.

Added a new partnership with the National Scholarship Providers Association to expand scholarship matching.

In 2024-25, we reached more students than ever.



1.5M

Students
reached

14

Median
matches

1,646

Scholarships

46%

Increase in
first-gen,
low-income
students

\$5.5M

Awarded to
first-gen,
low-income
students

Scholarship matching experience

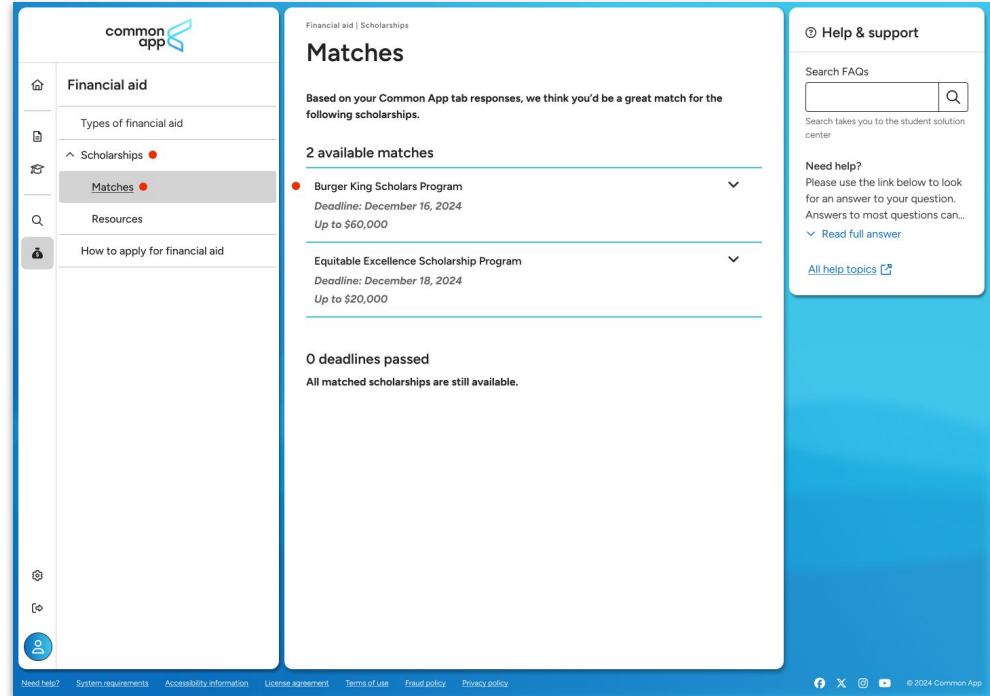
Who can match?

Students with permanent addresses in the U.S., Mexico, and Canada

How do students match?

1. Create a first-year student account.
2. Complete the Profile and Education questions in the My Common Application section.
3. Check for notifications in the Financial aid section.

Students can match with scholarships before they apply to college.



[Scholarship matching FAQ](#)

Example scholarship match

Equitable Excellence Scholarship

 [Approaching deadline](#)

Deadline: December 18, 2025

Up to \$20,000

NEED-BASED

We think you'd be a great match for the Equitable Excellence Scholarship! This scholarship supports students who want to give back to their communities by pursuing higher education.

This scholarship partner prioritizes first-generation college students like you.

Awards

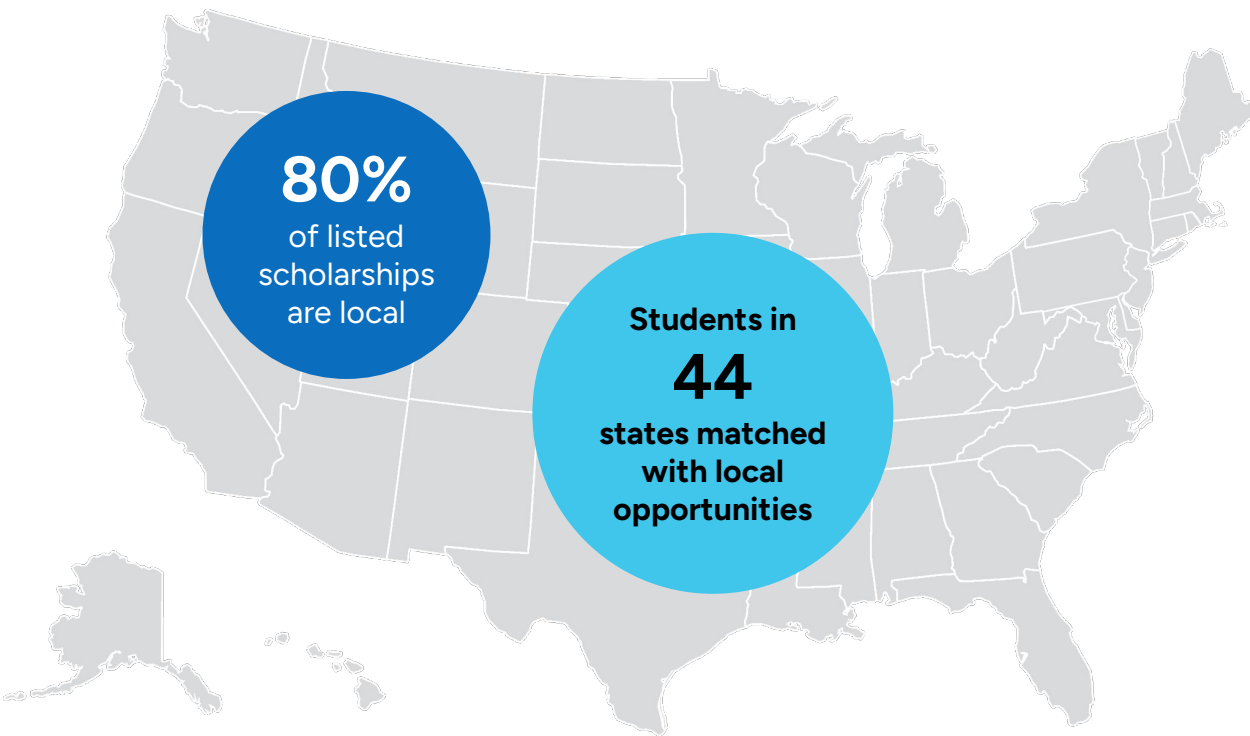
- Renewable award
- Duration: 4 years
- Minimum amount: \$5,000
- Maximum amount: \$20,000

Based on your Common App tab responses, we know you already meet these criteria:

- Eligible for a Common App Fee Waiver
- GPA

Apply 

What types of scholarships do students see?



States with the most local opportunities in 2024-25

- Michigan
- Massachusetts
- Ohio
- Oklahoma
- Texas
- Pennsylvania
- Hawaii
- North Carolina
- Nebraska
- California

We're continuously improving the scholarship matching experience

- Students now see more information about opportunities, like requirements and need/merit focus
- We continue to add additional criteria students can match on
- We're exploring opportunities to highlight top fit opportunities and help students better manage their matches.



Connect with us

Education & Training team

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Contact 24/7/365 support when you need it

First-year application questions

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