

# AFFORDABLE CONNECTIVITY PROGRAM

*Toolkit for School Districts*

## RESOURCE: TEXTS, ROBOCALL & SOCIAL MEDIA

### DISTRICT NOTES

**How to use this resource:** The following are tools, text and language to spread general awareness about the ACP, as well as conducting more targeted outreach and follow up calls.

**Recommendations and best practices:**

- Ensure that communications to building leaders and school based staff are consistent and timed

## NEWSLETTERS

Text should also be provided to all schools with instructions and information regarding ACP.

### GENERAL INFORMATION TO SEND TO FAMILIES VIA EMAIL / NEWSLETTER

Dear *[District/School Name]* Parents and Guardians,

We know that your student(s) need Internet access at home to learn best. We want to make you aware of the Affordable Connectivity Program (ACP), which provides a discount of up to \$30 per month toward broadband service for eligible households and up to \$75 per month for households on qualifying Tribal lands. Eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or tablet from participating providers. For many households, this benefit can make your internet access free.

To find out more information, including eligibility and the enrollment process visit [ACPBenefit.org](https://www.acpbenefit.org). You can also contact the ACP Support Center at [ACPSupport@usac.org](mailto:ACPSupport@usac.org) or call (877) 384-2575, seven days a week, from 9:00 a.m. to 9:00 p.m. ET.

Thank you,  
*[School/District official name and title]*

### INFORMATION TO SEND TO FAMILIES VIA EMAIL / NEWSLETTER IF DISTRICT WILL BE FOLLOWING UP WITH CALLS AND SUPPORTING ENROLLMENT:

Dear *[District/School Name]* Parents and Guardians,

We know that your student(s) need Internet access at home to learn best. You have already received information from us about the ACP, a program that provides eligible families with up to \$30 a month to put towards internet access at home. You will be able to learn more about the program in the coming weeks when the district reaches out to families with a phone call.

So, please expect that call from *[District/School Name]* soon. On the call, you will be provided with more information, and a district staff person may also help you enroll, as well as answer any questions you may have. You will need an official form of identification and a few other documents to verify your eligibility.

Thank you,  
*[School/District official name and title]*

## TEXT

### INITIAL TEXT CAMPAIGN TO BUILD AWARENESS

Hello *[District Name]* families. This is *[District Name]*. We want to make you aware of the Affordable Connectivity Program (ACP), a U.S. government program that will save you up to \$30 a month on your home Internet. For many households, this benefit can make your internet access free. To find out more information, including eligibility and the enrollment process visit [ACPBenefit.org](https://www.acpbenefit.org) or call (877) 384-2575, seven days a week, from 9:00 a.m. to 9:00 p.m. ET.

### TEXT TO SEND TO FAMILIES IF DISTRICT WILL BE FOLLOWING UP WITH CALLS AND SUPPORTING ENROLLMENT:

Hello *[District Name]* families. This is *[District Name]*. We are reaching out to help eligible families enroll in a U.S. government program that will save you up to \$30 a month on your home Internet. In the next couple of weeks, you should receive a phone call from the district with more information. During that call, we will support you in the enrollment process. To sign up during the call, you will need an official form of identification and may need other documents to verify eligibility, but we will walk you through those. Talk soon!

Si desea recibir mensajes en español, responda a este mensaje con "spanish" o "español."

### CEP DISTRICTS

Hello *[District Name]* families. This is *[District Name]*. As your student attends a *[District Name]* school, your household is eligible to enroll in a U.S. government program that will save you up to \$30 a month on your Internet at home. In the next couple of weeks, you should receive a phone call from the district (**from include phone number here if possible**) with more information. During that call, we will support you in the enrollment process. To sign up during the call, you will need an official form of identification and an enrollment letter that we have provided to you.

**OPTIONAL:** You may also contact your principal or access the letter in the parent information system.

In the meantime, if you are interested, you can access the enrollment page here [insert [ACPBenefit.org](https://www.acpbenefit.org)]. We will walk you through these steps. Talk soon!

Si desea recibir mensajes en español, responda a este mensaje con "spanish" o "español."

## ROBOCALL

### ROBOCALL TO BUILD AWARENESS

Hello *[District Name]* families. This is *[District Name]*. We want to make you aware of the Affordable Connectivity Program (ACP), a U.S. government program that will save you up to \$30 a month on your home Internet. For many households, this benefit can make your internet access free. To find out more information, including eligibility and the enrollment process visit [ACPBenefit.org](https://www.acpbenefit.org) or call (877) 384-2575, seven days a week, from 9:00 a.m. to 9:00 p.m. ET.

### ROBOCALL TO SEND TO FAMILIES IF DISTRICT WILL BE FOLLOWING UP WITH CALLS AND SUPPORTING ENROLLMENT

Hello *[District Name]* families. This is *[District Name]*. We are calling to let you know about a U.S. government program that will allow you to save up to \$30 a month on your internet at home. In the next couple of weeks, you should receive another phone call from the district with more information. During that call, we will support you in the enrollment process. To sign up during the call, you will need an official form of identification and may need other documents to verify eligibility, but we will walk you through those. Talk soon!

### CEP DISTRICTS

Hello *[District Name]* families. This is *[District Name]*. As your student attends a *[District Name]* school, your household is eligible to enroll in a U.S. government program that will save you up to \$30 a month on your Internet at home. In the next couple of weeks, you should receive another live phone call from the district (***from include phone number here if possible***) with more information. During that call, we will support you in the enrollment process. To sign up during the call, you will need an official form of identification and an enrollment letter that we can help you access. We will walk you through these steps. Talk soon!

## SOCIAL MEDIA

### SOCIAL MEDIA

#### TWITTER

**[District Name]** is working to get all of our families' households connected to the internet so that students can access #digitallearning directly from your home. **[District Name]** is helping families enroll in the Affordable Connectivity Program to get internet at no cost from home. To find out more information, including eligibility and the enrollment process visit [ACPBenefit.org](https://acpbenefit.org). You may be getting a call or a text from us with more information in the coming weeks.

The Affordable Connectivity Program will pay for up to \$30 dollars of your monthly internet bill. Find out if you qualify & how to apply: <https://acpbenefit.org/> #DigitalDivide #BroadbandForAll

Enrollment for the Affordable Connectivity Program is now open. You may be eligible for a discount of up to \$30 per month on your #broadband service, or up to \$75 per month if you live on qualifying Tribal lands. Details here <https://acpbenefit.org/> #DigitalDivide #BroadbandForAll

#### FACEBOOK

We want to make you aware of the Affordable Connectivity Program (ACP), a U.S. government program that will save you up to \$30 a month on your home Internet. For many households, this benefit can make your internet access free. Eligible households can also receive a discount of up to \$100 for the purchase of a laptop, desktop computer, or tablet from participating providers. For more info, please visit: <https://acpbenefit.org> #DigitalDivide #BroadbandForAll