

OUTREACH CHANNELS FOR CONSIDERATION

Awareness remains the number one barrier to adoption of the Affordable Connectivity Program.

Help members of your community learn about the benefit, determine if they are eligible, and find the support they need to enroll. Below are examples of outreach strategies to consider when planning your awareness campaigns.

| CHANNEL | LEVELS OF COST & TIME NEEDED TO IMPLEMENT* | EDUCATIONSUPERHIGHWAY RESOURCE |
|---|--|--|
| Email Campaign | ▼ time ▼ cost | Resource: Outreach Campaign Guide |
| Robocall | ▼ time ▼ cost | Resource: Outreach Campaign Guide |
| Social Media Posts | ▼ time ▼ cost | Resource: Social Media Toolkit for Community Partners |
| Texting Campaign | ▼ time ▼ cost | Resource: Outreach Campaign Guide |
| Web Page Blurb/Web Banner | ▼ time ▼ cost | Resource: Webpage & Blurb Template Web Banners |
| Calling Campaign | ▲ time ▼ cost | Resource: Outreach Campaign Guide |
| Tabling (Awareness-based) | ▲ time ▼ cost | Resource: GetACP Postcard |
| Webpage | ▲ time ▼ cost | Resource: Webpage & Blurb Template |
| Physical Mailing | ▼ time ▲ cost | Resource: ACP Event Postcard |
| Post Flyers | ▲ time ▲ cost | Resource: ACP Event Flyer |
| Door Knocking | ▲ time ▲ cost | Resource: Door Hanger |
| Large Format and Broadcast Media Public Transit Ads, Billboards, TV or Radio, etc. | ▲ time ▲ cost | |

*Cost does not include the cost of staff needed to implement the chosen outreach strategy.

▲ High cost/more time needed

▼ Low cost/less time needed

The ACP application can be challenging and community members may need support to complete all the necessary steps.

Consider taking your support a step further by hosting an enrollment event or providing individualized support to get community members connected.

| CHANNEL | LEVELS OF COST & TIME NEEDED TO IMPLEMENT* | EDUCATIONSUPERHIGHWAY RESOURCE |
|------------------------------------|--|--|
| Drop-in Support | ▼ time ▼ cost | Resource: Enrollment Checklist Documentation Guide |
| Tabling (Enrollment Support) | ▲ time ▼ cost | Resource: Enrollment Assistance Handbill |
| Tag-along to an Existing Event | ▲ time ▼ cost | Resource: Enrollment Assistance Handbill |
| 1 on 1 Appointments | ▲ time ▼ cost | Resource: Full Enrollment Guide |
| Host a Standalone Enrollment Event | ▲ time ▲ cost | Resource: Event Toolkit Enrollment Event Outline |

*Cost does not include the cost of staff needed to implement the chosen outreach strategy.

Note: Prioritize including additional language support (both through speech and text) for community members who speak languages other than English.