

CIVIC NATION

ACP WEEK OF ACTION TOOLKIT

Thank you for joining us for Online For All's launch and Week of Action!

In this toolkit you will find:

- Initial Week of Action guidance
- Visual assets like social media graphics and flyers
- Sample language for emails, social media posts, texts, and op-ed/blog posts
- Links to additional ACP outreach resources

If you have any questions ahead of the Week of Action, taking place from June 14 – 22, please reach out to onlineforall@civcnation.org.

WEEK OF ACTION ACTIVATION OPPORTUNITIES

We're kicking off Online For All with an Affordable Connectivity Program Week of Action from June 14 to 22, 2023. Sign up to officially join this Week of Action at onlineforall.org/commit.

There are 5 key ways you can help us spread the word about the ACP and help your communities, audiences, and memberships get enrolled!

1. Host one or more ACP awareness or enrollment event(s) in your community
2. Spread awareness about the ACP through your existing programming
3. Email and/or text your audiences with ACP information
4. Share **#OnlineForAll** content and post your own content about ACP on social media
5. Write a blog post or send an op-ed about high-speed internet access and affordability to your local media

VISUAL ASSETS

SOCIAL MEDIA:

- Sample social media graphics are available [here](#)

PRINTABLE FLYER:

- Sample flyers for your week of action events are available [here](#)

SAMPLE LANGUAGE: EMAIL

SHARE THIS EMAIL WITH YOUR AUDIENCE:

Dear **[Name/friend]**,

Did you know that you or your loved ones could save \$30/month on your internet bill by applying for the Affordable Connectivity Program?

The ACP is a federal benefit to help lower the cost of high-speed internet for [students/families/seniors/your audience] here in [your area] and across the country. If you or a family member participate in programs like Medicaid or federal Pell Grants, your household likely already qualifies for the ACP!

In addition to a discount of \$30/month on your internet, you can also receive a discount of up to \$100 for a qualifying device to access the internet, such as a tablet, desktop computer, or laptop. Households on Tribal lands can save \$75/month on internet services, and many internet providers are offering low-cost plans for ACP subscribers that may lower your internet bill to \$0/month.

Check your eligibility and learn more about applying for the ACP by heading to [GetInternet.Gov](https://www.getinternet.gov).

Sincerely,
[Your Name, Organization]

SAMPLE LANGUAGE: TWITTER

Amplify and tag [@CivicNation](https://twitter.com/CivicNation).

SHARE THIS POST:

- Did you know that you or your family can save \$30/month on your internet bill through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet? Learn more and apply today: [GetInternet.Gov](https://www.getinternet.gov) #OnlineforAll

SHARE THIS POST:

- If you or a family member currently participate in federal programs like Medicaid or Pell Grants, you likely qualify to save \$30/month on your internet bill! Learn more and apply for the Affordable Connectivity Program here: [GetInternet.Gov](https://www.getinternet.gov) #OnlineForAll

SHARE THIS POST:

- We're excited to be part of #OnlineForAll, a new national campaign to spread the word about the Affordable Connectivity Program. The ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Learn more and apply here: [GetInternet.Gov](https://www.getinternet.gov)

SHARE THIS POST:

- We're proud to be supporting #OnlineForAll, a new initiative working to close the digital divide by enrolling Americans in the Affordable Connectivity Program, which could save you \$30/month on your internet bill. Learn more and see if you're eligible at [GetInternet.Gov](https://www.getinternet.gov)

SAMPLE LANGUAGE: INSTAGRAM

Amplify and tag [@civcnation](#) and add [GetInternet.Gov](#) to your Instagram bio!

SHARE THIS POST:

- Did you know that you or your family can save \$30/month on your internet bill through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet? Learn more and apply at the link in our bio!

SHARE THIS POST:

- We're excited to support Online For All, a new national campaign launched by Civic Nation and the U.S. Department of Education, to spread the word about the Affordable Connectivity Program. The ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Learn more and apply at the link in our bio!

SHARE THIS POST:

- 23% of households in the U.S. don't have high-speed internet at home, and two-thirds of these households are offline because they can't afford it. We're proud to be partnering with Online For All, a new national campaign launched by Civic Nation and the U.S. Department of Education, to spread the word about the Affordable Connectivity Program! The ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Learn more and apply at the link in our bio.

SAMPLE LANGUAGE: FACEBOOK + LINKEDIN

Amplify and tag Civic Nation ([Facebook](#), [LinkedIn](#)).

SHARE THIS POST:

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SHARE THIS POST:

- We're excited to support Online For All, a new national campaign launched by Civic Nation and the U.S. Department of Education, to spread the word about the Affordable Connectivity Program. The ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Learn more and start your application at [GetInternet.Gov](#)

SAMPLE LANGUAGE: TEXT MESSAGE/SMS

SHARE THIS LANGUAGE:

- Hey there! Do you or your family need help paying your internet bill? You can save \$30/month through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet. If you currently receive other federal benefits, you'll likely qualify. You can head to [GetInternet.Gov](https://www.getinternet.gov) to apply for the ACP!

SHARE THIS LANGUAGE:

- Hey there! Do you or your family need help paying your internet bill? You can save \$30/month through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet. If you currently receive other federal benefits, you'll likely qualify. Are you interested in applying? - [NAME] w/ [ORG]
 - IF YES:** Great! You can head to [GetInternet.Gov](https://www.getinternet.gov) to apply for the ACP. Let me know if you have any other questions.
 - IF NO:** Learn more and apply for the ACP here: [GetInternet.Gov](https://www.getinternet.gov)

SHARE THIS LANGUAGE:

- Hey! Have you heard about the Affordable Connectivity Program? It's a federal benefit to lower the cost of high-speed internet that can save you or your family \$30/month on your internet bill. Are you interested in applying? - [NAME] w/ [ORG]
 - IF YES:** Great! You can head to [GetInternet.Gov](https://www.getinternet.gov) to apply for the ACP. Let me know if you have any other questions.
 - IF NO:** Learn more and apply for the ACP here: [GetInternet.Gov](https://www.getinternet.gov)

SAMPLE LANGUAGE: OP-ED / BLOG POST

SHARE THIS OP-ED OR BLOG POST:

Overcoming Digital Inequity: Affordable Internet Access and the Affordable Connectivity Program

In today's digital age, reliable internet access is no longer a luxury, but a necessity. However, 28 million American households still lack high-speed internet, creating a digital divide that disproportionately impacts low-income families, communities of color, and rural areas.

That's why there is a new federal benefit program called the Affordable Connectivity Program (ACP) that could save you or your loved ones \$30/month on your internet bills, providing you with access to better job opportunities, education, and more. You can apply this discount to your current internet plan or any plan offered by participating providers. Some providers are even offering plans for \$30 or less, so with the ACP discount, they are free!

Signing up for ACP is simple: you can check to see if you're eligible and apply online, then apply your benefit to the internet plan of your choice! Go to [GetInternet.gov](https://www.getinternet.gov) to get started.

[Consider sharing a personal story here to show how ACP is helping people in your community. How has the ACP helped folks in your area? Has \$30/month helped someone get internet who couldn't afford it before? Added extra room in a family's budget for groceries? Allowed students to do their homework at home? Cut down on bills for a senior on a fixed income?]

It's on all of us to share information about programs like the ACP, help people sign up, and ensure that everyone has access to affordable internet. If you aren't sure how to get involved, check out the resources from Online For All, a national campaign launched by Civic Nation and the U.S. Department of Education working to close the digital divide. Online is for all of us, and together, we can ensure that all our neighbors, family, and friends are able to access the many opportunities that the digital world has to offer.

ADDITIONAL RESOURCES

- [U.S. Department of Education Office of Educational Technology Resources](#)
 - [School Outreach Toolkit](#)
- [EducationSuperHighway's ACP Resource Hub](#)
 - [Toolkit for Local Leaders](#)
 - [Toolkit for School Districts](#)
- [FCC and USAC Community Outreach Resources](#)
 - [Outreach Toolkit](#)