



ONLINE FOR ALL: BACK TO SCHOOL CONNECTIVITY CHALLENGE

Online For All is celebrating the back-to-school season with a new Connectivity Challenge! This overview document includes information on how you can participate in this challenge, visual assets like social media graphics and flyers, and some additional outreach resources from Online For All's partners and supporting organizations. Please reach out at onlineforall@civcnation.org if you have any questions.

ABOUT ONLINE FOR ALL & THE AFFORDABLE CONNECTIVITY PROGRAM

Online For All is a partnership between Civic Nation and the U.S. Department of Education to help close the digital divide by promoting high-speed internet access, affordability, and equity for students, their families, and all Americans. Online For All is bringing together local community action and large-scale mobilization efforts to meet this moment and ensure that every household can get online.

The start of the new school year is the perfect time to make sure students in your community have access to affordable high-speed internet by helping eligible families sign up for the Affordable Connectivity Program (ACP). **Throughout the back-to-school season, Online For All is encouraging schools, districts, colleges and universities, companies, community organizations, local leaders, and elected officials to take action to help more students and families learn about and enroll in the ACP.**

The ACP is a federal program to help eligible households pay for internet service. The program provides eligible households a discount of up to \$30 per month off their internet bills for households not located on qualifying Tribal lands and up to \$75 per month for households on qualifying Tribal lands. Learn more about the ACP at [GetInternet.Gov](https://www.getinternet.gov).

HOW TO PARTICIPATE IN THE BACK TO SCHOOL CONNECTIVITY CHALLENGE

We're encouraging participating organizations to commit to taking these two actions by the end of September:

- 1. Share information about the ACP with your community.** This could mean sending a letter, email, or flyer home with your students, or posting on social media with information about the ACP.
- 2. Add ACP sign-up opportunities into back-to-school events** like parent-teacher nights, orientation events, backpack giveaways, or other community events you have planned this time of year.

Then share how you participated in the challenge by posting online using [#OnlineForAll](https://twitter.com/OnlineForAll) or by sharing stories and photos with us at onlineforall.org/back-to-school.

Online For All will recognize and highlight participating organizations throughout the back-to-school season and after the Back To School Connectivity Challenge has concluded.



Example Connectivity Challenge activities:

Community organizations: Partner with your local school district or higher education institutions to set up a table at orientation or back-to-school night and help students and families sign up for ACP. You can get trained on how to help people sign up for ACP using EducationSuperHighway's [LearnACP tool](#).

Schools: Include information about ACP in back-to-school communications to parents and send flyers home with students when school begins. Partner with community organizations or companies in your area to staff ACP sign-up tables at back-to-school nights or other parent events.

Colleges & Universities: Include information about ACP in your back-to-school communications with students. Partner with community organizations or companies in your area to set up ACP sign-up tables at orientation, resource fairs, or during other key campus events.

Internet Providers: Send emails and texts to your customers to remind them that they may be eligible for the ACP. Host a training for customer-facing staff about the ACP so they know how to help customers who are interested in using their benefit for your plans. Partner with schools and community organizations in your area to co-host ACP sign-up tables at back-to-school events.

Companies: Post on social media and email your staff and customers about the ACP and the information available on [GetInternet.gov](#). Post flyers in your offices or stores. Partner with schools and community organizations in your area by providing space for ACP sign-up events or devices to give away to new ACP enrollees.

Elected Officials: Email your constituents about the information available on [GetInternet.gov](#). Talk about ACP at your public events and add an ACP sign-up table to back-to-school events you have planned. Have staff get trained on helping constituents sign up for ACP and offer to support community events.

RESOURCES TO HELP YOU GET STARTED

- Video from Vice President Harris on [Twitter](#), [Instagram](#), and [Facebook](#)
- [Online For All Resources](#)
 - [Social Media Graphics](#)
 - [Printable Flyers](#)
- [U.S. Department of Education Office of Educational Technology Resources](#)
 - [School Outreach Toolkit](#)
 - [Template eligibility letter for schools](#)
 - [Higher Education Dear Colleague Letter](#)
- [EducationSuperHighway's ACP Resource Hub](#)
 - [Toolkit for School Districts](#)
 - [Template eligibility letter for schools](#)
 - [LearnACP training tool](#)
- [FCC and USAC Community Outreach Resources](#)

This document contains resources that are provided for the user's convenience. The inclusion of these materials is not intended to reflect its importance, nor is it intended to endorse any views expressed, or products or services offered. These materials may contain the views and recommendations of various subject matter experts as well as hypertext links, contact addresses and websites to information created and maintained by other public and private organizations. The opinions expressed in any of these materials do not necessarily reflect the positions or policies of the U.S. Department of Education. The U.S. Department of Education does not control or guarantee the accuracy, relevance, timeliness, or completeness of any outside information included in these materials.