



# Communications Toolkit: Nonprofit Partners

Supporting PHLConnectED means ensuring as many K-12 students as possible are connected to the internet.

This toolkit provides a variety of turnkey ways for you to reach out to partners, constituents, neighbors and friends and be an ambassador for PHLConnectED.

To be eligible for PHLConnectED, families: must reside in Philadelphia and have a K-12 student; and must not currently be connected to the internet at home outside of mobile devices.

Whether you use the information provided in this toolkit or customize your own, the success of PHLConnectED hinges on many trusted voices throughout Philadelphia spreading the word to help our future generation succeed in this school year. Thank you for your support!

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## EMAIL BLAST LANGUAGE

### **[Subject Line:] Free Internet for K-12 Students**

Dear [Community],

The City of Philadelphia has launched a new program called PHLConnectED that will provide Philadelphia K-12 families with free internet access so their children can fully participate in digital learning.

For the first phase of the program, the City will be assisting families:

- who do not currently have internet access at home that they pay for
- who only access the internet through their mobile phone
- who do not have a stable place to call home

To learn more about PHLConnectED and to find out if you're eligible, dial 2-1-1 to speak with a Resource Navigator who will be able to answer your questions and who will take you through a pre-screening process.

It is going to take a collective effort to get as many children connected to the internet as possible. Please help spread the word within your network.

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## SHORT CALL SCRIPTS

### ***Nonprofits***

- Hi, this is [Name] from [Organization Name].
  - We're reaching out to all our friends and stakeholders to make sure you know that you may qualify for free internet service so that your [child/children] can fully participate in digital learning this school year through a program called PHLConnectED.
  - Families without any home internet service, those with only mobile phone internet access, or families who do not have a stable place to call home are eligible and can dial 2-1-1 and press option 1 and a Resource Navigator will walk [you/them] through the process.
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## SOCIAL MEDIA MESSAGING

### Key Social Media Information

#### Official Hashtag:

#PHLConnectED

#### Accounts to Tag in Posts:

City of Philadelphia: @PhiladelphiaGov (Twitter) / @CityofPhiladelphia (Facebook) / @cityofphiladelphia (Instagram)

School District of Philadelphia: @PHLSchools (Twitter) / @PhillySchools (Facebook) / @philly\_schools (Instagram)

**PHLConnectED Website:** <https://www.phila.gov/PHLConnectED>

#### Download Social Media Graphics:

<https://drive.google.com/drive/folders/1PkblcTlt6DyL2A-qSO2zV4bAA1X0PFc-?usp=sharing>

### Facebook Posts

#### Nonprofit Messages

##### Post 1:

Philadelphia K-12 families, this one is for you:

Don't have an Internet connection for digital learning? You could be eligible for Internet at no cost under a new program from @PhillySchools and @CityofPhiladelphia.

Get #PHLConnectED! Dial 2-1-1 and press 1 or visit <https://www.phila.gov/PHLConnectED>.

##### Post 2:

Share with your family and friends:

#PHLConnectED sign-ups are now OPEN for K-12 families who are currently without an Internet connection! Eligible households will receive FREE internet.

Dial 2-1-1 and press 1 or visit <https://www.phila.gov/PHLConnectED> to see if you qualify.

##### Post 3:

Proud to see our partner @Comcast as a #PHLConnectED coalition member!

This new program from @PhillySchools and @CityofPhiladelphia is connecting, at no cost to them, thousands of K-12 families who are currently without an Internet connection.



Dial 2-1-1 and press 1 or visit <https://www.phila.gov/PHLConnectED> to see if you qualify.

## Instagram Posts

### Nonprofit Messages

#### Post 1:

Philadelphia K-12 families, this one is for you: If you do not have an Internet connection, you could be eligible for free Internet under a new program from @philly\_schools and @cityofphiladelphia. Get #PHLConnectED! Dial 2-1-1 and press 1 to see if you qualify.

#### Post 2

Share with your family and friends: #PHLConnectED sign-ups are now OPEN for K-12 school families who currently lack an Internet connection for digital learning. Eligible households will receive NO COST internet and devices. Dial 2-1-1 and press 1 to see if you qualify.

#### Post 3:

Proud to see our partner @Comcast as a #PHLConnectED coalition member! This new program from @philly\_schools and @cityofphiladelphia is connecting thousands of school families who currently lack an Internet connection to Internet at no cost. Parents dial 2-1-1 and press 1 to see if you qualify.

## Twitter Posts

### Nonprofit Messages

#### Post 1:

Philadelphia K-12 families::

If you lack Internet connection for digital learning, you could be eligible for free Internet under a new program from @PHLSchools and @PhiladelphiaGov.

Get #PHLConnectED! Dial 2-1-1 and press option 1 or visit <https://www.phila.gov/PHLConnectED>.

#### Post 2:

#PHLConnectED sign-ups are now OPEN for public school families who currently lack an Internet connection! Eligible households will receive Internet at no cost to them.



Dial 2-1-1 and press 1 or visit <https://www.phila.gov/PHLConnectED> to see if you qualify.

**Post 3:**

Proud to see our partner @Comcast as a #PHLConnectED coalition member! This new program is connecting thousands of K-12 families who lack Internet connection to free Internet. Dial 2-1-1 and press 1 [phila.gov/PHLConnectED](https://www.phila.gov/PHLConnectED).

LinkedIn Posts

Nonprofit Message

Have you shared #PHLConnectED resources with your clients?

Philadelphia families who currently lack an Internet connection will receive no-cost internet, devices, and training so their children can continue to learn while staying safe during the pandemic.

Learn more: Dial 2-1-1 and press 1 or visit <https://www.phila.gov/PHLConnectED>.

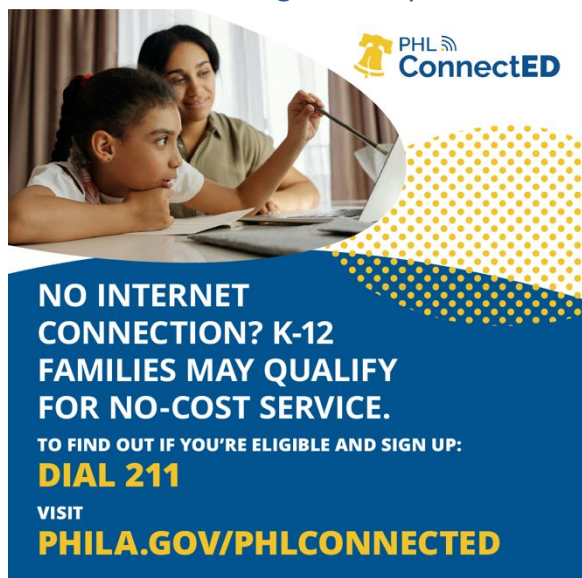
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## COLLATERAL MATERIALS

[Download an 8.5 x 11 flyer in multiple languages.](#)



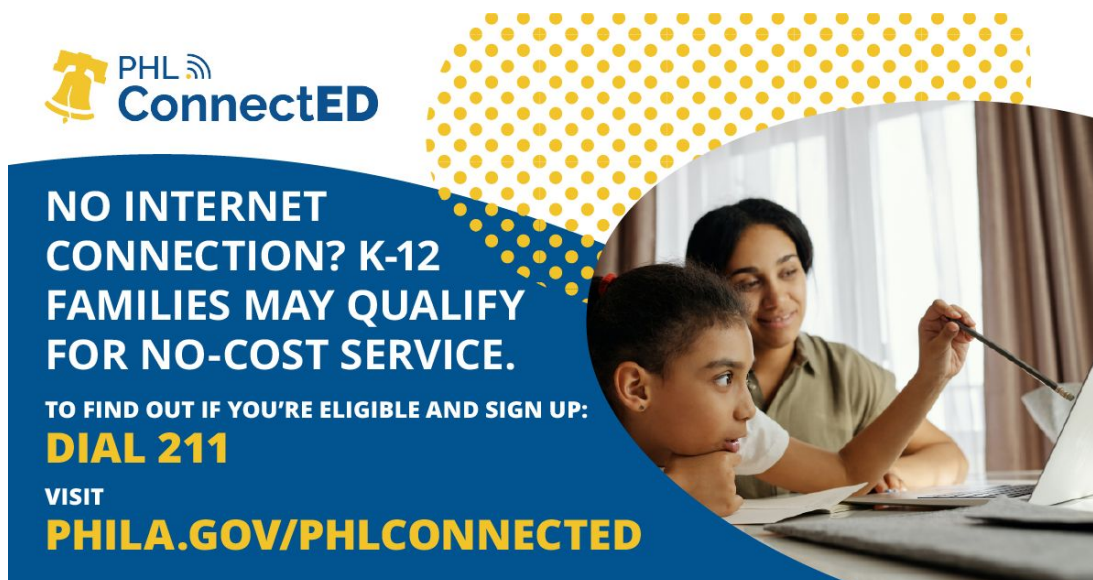
Facebook and Instagram Graphics: 1200 x 1200 pixels (1:1)



Download PNG:

[https://drive.google.com/file/d/1w7oC\\_f9XMvKvueuvXKnEwZkCGlovlf58/view?usp=sharing](https://drive.google.com/file/d/1w7oC_f9XMvKvueuvXKnEwZkCGlovlf58/view?usp=sharing)

Twitter Graphics: 1200 x 628 pixels (1.91:1)

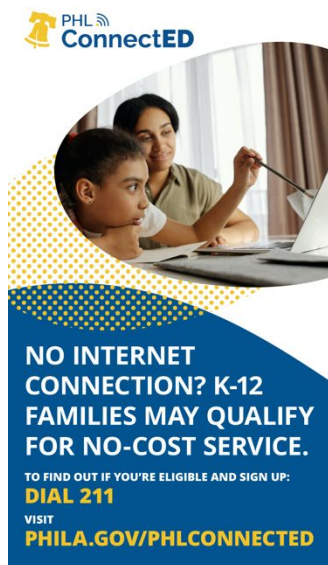


Download PNG:

<https://drive.google.com/file/d/1efNHO9x0c1AAJy54l0N2h-QK84C8Gyj7/view?usp=sharing>



Facebook and Instagram Story Graphics: 1080 x 1920 pixels (9:16)



Download PNG:

<https://drive.google.com/file/d/1hM2ju7aYnWXbVqsvUsqFBnlbS76OhUw/view?usp=sharing>

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## PRESS RELEASE, AUGUST 6, 2020: CITY OF PHILADELPHIA LAUNCHES “PHLCONNECTED” TO CONNECT K-12 STUDENTS TO THE INTERNET AND PROVIDE TECH SUPPORT FOR THE UPCOMING SCHOOL YEAR

*Coalition of Business, Nonprofit, Philanthropic, and Civic Leaders Partner with the City to Provide Support*

PHILADELPHIA – The City of Philadelphia today announced [PHLConnectED](#), a collaboration to connect up to 35,000 low-income K-12 student households with internet service and devices. The program, which will also provide digital skills training and tech support for families, is an urgent response to schools moving to virtual learning in the upcoming academic year as a result of the global COVID-19 pandemic.

A broad coalition of businesses, schools and civic leaders has come together to support the initiative and additional partners are expected to join. Initial partners include:

- City of Philadelphia
- School District of Philadelphia
- Fund for the School District of Philadelphia
- Select Charter Schools, including Mastery Schools, KIPP Charter Schools, Esperanza Charter Schools, Boys Latin Charter School, Independence Charter School, Philadelphia Charters for Excellence, and Richard Allen Prep Charter
- Comcast Corporation
- Lenfest Foundation
- Neubauer Family Foundation





- Philadelphia School Partnership
- William Penn Foundation
- Philadelphia Housing Authority

The three core components of PHLConnectED (*pronounced P-H-L Connected*) include:

- Free wired, high-speed, reliable broadband internet to the home from Comcast's Internet Essentials program, or a high-speed mobile hotspot for families who are housing-insecure or need a portable option.
- Distribution of devices, such as chromebooks, tablets, or computers. Devices have already been paid for and procured through the School District, some Charters, and private funds.
- Free skills training and tech support for students, families and teachers to ensure they not only get connected, but also stay connected and safely take full advantage of all that the internet has to offer.

PHLConnectED is part of the first stage of the City's larger digital equity initiative that supports internet adoption and digital literacy skills development for all Philadelphia residents.

"Our goal is to identify and implement affordable, simple and reliable digital access solutions for all our residents," said **Mayor Jim Kenney**. "By focusing on K-12 student households now, we can have an immediate impact in bridging the digital divide, especially to support distance learning for the upcoming school year."

"The digital divide is an inequity that presents a significant barrier to our goal of helping all students in every neighborhood reach their full academic potential," said **William R. Hite, Jr., Ed.D., Superintendent of the School District of Philadelphia**. "So, we at the School District of Philadelphia are pleased to see the City, legislators and business leaders come together to launch PHLConnectED, a program we believe can close the divide and allow for all students to have the access they need, especially now as we prepare for 100 percent digital learning to start the 2020-2021 school year next month."

"For more than a decade, Comcast has been dedicated to tackling the digital divide nationally, and here in Philadelphia, with our Internet Essentials program. From the beginning of the pandemic, we have been working closely with the City of Philadelphia, the School District and others to help create the 'PHLConnectED' program to accelerate connecting thousands more K-12 students online," said **Dalila Wilson-Scott, President of the Comcast NBCUniversal Foundation**. "A problem as vast and complex as this one also requires all of us to work together to ensure these students not only get connected but also stay engaged with distance learning throughout this academic year."

"Our vision is one where Philadelphia's future generations have the opportunity to be part of a productive future where they can thrive as part of both a local and global economy," said **Keith Leaphart, Board Chair of the Lenfest Foundation**. "It begins with the most basic building blocks of education, and I am encouraged by the leadership and collaboration across our city in support of equitable opportunity."

**Scott Gordon, CEO of Mastery Schools**, the largest charter school network in the City of Philadelphia, said of the partnership: "Solving the distance learning challenge faced by educators, administrators, parents, and students requires putting together so many pieces of a completely new puzzle and to do so quickly. We commend the City and all the partners involved for being at the table early and often to develop a comprehensive, flexible set of solutions for students across the city."

"With schools, companies and nonprofits coming together, this is an opportunity to make Philadelphia the first city to bridge the digital divide," said **Mark Gleason, Executive Director of the Philadelphia School Partnership**. "PHLConnectED will show what a difference we can make for children and families when public and private partners work together."

"Lack of internet access should not be a barrier to any student's education or family's success," said **Janet Haas, M.D., Board Chair of William Penn Foundation**. "The pandemic and shift to virtual school have highlighted stark inequities in internet access. This is not acceptable in the 21st century; we





can and must do better for Philadelphia students. This shared belief inspired collaborative work to remove a barrier that families have experienced for too long.”

“This comes not a moment too soon.” said **Joseph Neubauer, Chairman of the Neubauer Family Foundation**. “High-speed internet access in school and at home is essential for 21st century education and to prepare for 21st century careers. This initiative will enable dedicated principals and teachers to stay in touch with their students, to guide them academically and emotionally during these very disruptive times. We commend our civic minded partners for making necessary technology available to enable students to continue their studies and to pursue paths out of poverty. If COVID-19 has illuminated anything in education, it is that connectivity must now be viewed as a right, not a privilege.”

**City Council President Darrell Clarke** added, “Even before the COVID-19 pandemic hit, Philadelphia was grappling with a crisis of poverty and inequality that left far too many of our vulnerable young residents without access to the quality educational resources that they deserve. The events of 2020 have made it clear that internet access is not a luxury, it’s a basic necessity and we should make every effort to provide it to our residents. We’re thankful to the coalition of PHLConnectED partners who have made digital equity a top priority for Philadelphia.”

**City Council Committee Chair of Education Maria D. Quiñones-Sánchez** said, “We must ensure that all Philadelphians can access broadband internet – essential now more than ever for education, work, and access to vital resources – regardless of their income or housing status. As Chair of Council’s Education Committee I am committed to continued work with all stakeholders to create a new model and an equitable policy for Philadelphia.”

“Beyond where they live, Philadelphia Housing Authority cares about how residents live and whether they have the right tools to create life-changing opportunities,” said **Kelvin A. Jeremiah, President and CEO of the Philadelphia Housing Authority**. “Social distancing is expected to remain the norm for the near future, moving important social and educational interactions and gatherings online. We are proud to work with our partners to ensure families remain connected during these challenging times.”

Eligibility for this program is designed to ensure that families with the greatest need for internet service are prioritized. The first phase is focused on connecting K-12 student households who currently do not have any internet access or who only have mobile phone access and/or who are homeless or housing insecure. These student households are being identified by the Philadelphia School District, the Charter Schools Office, other schools, and internet service providers.

Eligible households will be contacted by their school directly through direct mail, email, calls, and/or text messages later this month. Partners are working to quickly set up PHLConnectED and will share additional details about the initiative within the next few weeks. More information will be regularly updated at [phila.gov/PHLConnectED](http://phila.gov/PHLConnectED).

This phase of PHLConnectED will cost \$17.1 million over two years to implement, this means \$9.1 million in year one and \$8 million in year two. Philanthropic partners are generously contributing over \$11 million, the City is contributing \$2 million from CARES Act funding, and the remaining costs will be shared among the School District, charter, independent mission, and private schools, as well as other donations. Individuals interested in contributing to this effort, are invited to donate at [www.mayorsfundphila.org/initiatives/phlconnected/](http://www.mayorsfundphila.org/initiatives/phlconnected/).

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## PRESS RELEASE, AUGUST 25, 2020: CITY OF PHILADELPHIA ANNOUNCES PHLCONNECTED “211” HOTLINE WITH UNITED WAY OF GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY AND KICKS OFF CONNECTING K-12 FAMILIES

The City of Philadelphia today announced that families of K-12 students without broadband internet access can now reach out to United Way’s “211” (two-one-one) hotline for general information on how to get online for the upcoming academic year through PHLConnectED.

[PHLConnectED](#), which launched earlier this month, is a collaborative effort to connect low-income K-12 student households with internet and devices for digital learning. The 211 hotline will serve as the primary point of contact for families to get more information about internet access for students.

The City selected United Way of Greater Philadelphia and Southern New Jersey (United Way) to serve as coordinating agent for PHLConnectED. At launch, United Way’s 211 hotline will provide 24-7 access to information about the program, referrals to resources, and a simple telephone number for families to remember. United Way’s role will expand in coming days to provide more comprehensive coordination of the PHLConnectED program.

“We’re thrilled to launch the PHLConnectED hotline and get our students ready for digital learning,” said Mayor Jim Kenney. “We know that many families need internet access, so we’re eager to get started connecting them as quickly as possible. PHLConnectED is a critical step in bridging the digital divide in Philadelphia.”

The 211 hotline is open 24 hours a day, 7 days a week and is available in over 150 languages. Philadelphia K-12 families who do not have any in-home internet access or who have internet access only through mobile phones should call 211 and press option 1 to speak with a resource navigator. When families call the hotline, they will receive general information about PHLConnectED, such as eligibility for the program, and how eligible households can get connected. Families can expect a brief survey to help 211 resource navigators understand their needs.

“The pandemic has only underscored what we already knew to be true—digital access is essential for education and work opportunities,” said Bill Golderer, President & CEO of United Way. “Our 211 hotline makes it easy for people who need help to find programs and resources in their community. We are leveraging the power of 211, and our trained resource navigators stand ready to connect our neighbors with digital access opportunities.”

Yesterday, the School District of Philadelphia and participating Philadelphia Charter Schools began outreach to the first wave of eligible families to start getting them connected. If those families have questions, they are encouraged to contact the 211 hotline as well.

[PHLConnectED](#) launched with the support of the City, School District of Philadelphia, Comcast, Lenfest Foundation, Neubauer Family Foundation, Philadelphia School Partnership, and the William Penn Foundation. Additional funding has since been received from the Hess Foundation and the Philadelphia Housing Authority.

To learn more about PHLConnectED, please visit the [phila.gov/PHLConnectED](https://phila.gov/PHLConnectED).