



# Communications Toolkit: Organizations serving Immigrants, Refugees, and Multilingual Communities

## Introduction

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 and the Federal Communications Commission's Affordable Connectivity Program (ACP).

Whether you use the information provided in this toolkit or customize your own, the success of PHLConnectED and ACP hinges on many trusted voices throughout Philadelphia spreading the word to help people get connected and online. Thank you for your support!

## ***PRE-K-12 HOUSEHOLDS:***

### **PHLConnectED End-of-Sponsorship Announcement**

**This summer PHLConnectED is transitioning - the final day of sponsored internet service through PHLConnectED is July 31, 2023.**

As PHLConnectED transitions, the City is raising awareness about the Affordable Connectivity Program (ACP). ACP is the federal government's internet subsidy program that provides eligible families with up to \$30 off their monthly internet bill and a discount of up to \$100 to buy a laptop, desktop computer, or tablet from participating providers if the household contributes between \$10 and \$50 toward the device cost. **All households that are home to a student attending a School District of Philadelphia school are eligible for ACP benefits. We encourage all District families that need access to reliable internet to apply for the ACP, whether you are currently enrolled in PHLConnectED or not.**

PHLConnectED will continue to help families:

- Apply to the federal government's Affordable Connectivity Program (ACP)
- Connect with a Digital Navigator for one-on-one support with accessing and using technology
- Access other digital supports and resources available across the City
  - Note: if a pre-K-12 household is not eligible for ACP or experiences ACP application barriers, PHLConnectED will support this household by distributing a T-Mobile hotspot.

## **Next Steps to Enroll in ACP**

**Current PHLConnectED families must apply for ACP before July 31, 2023 to continue receiving free or low-cost internet.**

- Contact your child's school to determine if your child participates in Free and Reduced-Price School Lunch or School Breakfast Program or if your child's school is a Community Eligibility Provision (CEP) school.
  - **Note: All households that are home to a student attending a School District of Philadelphia school are eligible for ACP benefits because all District schools are CEP schools.**
  - If your child participates OR if your child's school is a CEP school, get a letter of proof from your child's school.
  - If your child does not participate or if your child's school is NOT a CEP school, there are additional ways to qualify for ACP. Providing a Social Security Number may reduce the need to provide extra documentation.
- Visit [getacp.org/phl](https://getacp.org/phl) to begin your application. If necessary, you can also complete and mail a paper application.
- If your application is approved, you can contact your internet service provider and add ACP to your existing plan. Or, you can search for a new plan that, when combined with the ACP benefit, may be free or low-cost.

For help, [contact a PHLConnectED Digital Navigator](#) or dial 2-1-1 to schedule an ACP appointment. Press 8 for language services.

### ***IMMIGRANT, REFUGEE, AND MULTILINGUAL HOUSEHOLDS:***

**Non-U.S. citizens immigrants (including DACA holders), and refugees are eligible to receive the Affordable Connectivity Program benefit.** ACP does not consider one's immigration status.

Undocumented immigrants may be eligible for a handful of benefits that are necessary to protect life or guarantee safety in dire situations, such as healthcare and nutrition programs under the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). If an undocumented immigrant receives WIC, for example, they can use that as proof of eligibility.

More information:

[Immigrants and Public Benefits](#) - National Immigration Forum

[Overview of Immigrant Eligibility for Federal Programs](#) - National Immigration Law Center

### **ACP and Green Card Applications**

- Applying for the ACP or receiving ACP benefits will not jeopardize anyone's ability to obtain a green card or sponsor a family member under the public charge test, as it is a cash benefit and not considered in the test.

### **Additional Ways to Prove Identity**

- Driver's License: 18 states and Washington D.C. do not require proof of citizenship

- Up-to-date foreign passports
- State or Municipal ID. Including the PHL City ID

### **Additional Ways to Prove Eligibility**

- All students, regardless of immigration status may participate in a Free & Reduced-Price Meal program or prove eligibility through attendance at a Community Eligibility Provision school.
- Undocumented immigrants are eligible to receive WIC.
- Dependent receives a Federal Pell Grant.

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## **EMAIL BLAST: PARTNER TO ORGANIZATION/CONSTITUENTS**

### ***General***

[Subject Line:] Affordable Connectivity Program (ACP): connecting Philadelphians to free or low-cost internet and devices

Dear [Name],

The City of Philadelphia continues its commitment to digital equity by bringing awareness to the Affordable Connectivity Program. This federal benefit will ensure that Philadelphians can access free or low-cost internet service and devices they need to participate in school, work, healthcare, and more.

Eligible households can receive:

- A discount of up to \$30 per month towards broadband service; and
- A discount of up to \$100 to buy a laptop, desktop computer, or tablet from participating providers. A household must contribute between \$10 and \$50 toward the device cost.

We know how important reliable internet access is and we are committed to getting Philadelphia residents online. Find out if you are eligible for the Affordable Connectivity Program by visiting [getacp.org/phl](https://getacp.org/phl) or dialing 2-1-1. For language services, press 8.

Sincerely,

[Name]

### *Small Sidebar Newsletter Feature:*

A new federal benefit called the Affordable Connectivity Program (ACP) will provide thousands of eligible Philadelphia households with up to \$30 off their monthly internet bill. Find out if you're eligible by visiting [getacp.org/phl](https://getacp.org/phl) or dialing 2-1-1. For language services, press 8.

## SOCIAL MEDIA MESSAGING

### Key Social Media Information

#### **Official Hashtag:**

#GetACPPHL #DigitalEquityPHL #PHLConnectED

#### **Accounts to Tag in Posts:**

City of Philadelphia: @PhiladelphiaGov (Twitter) / @PHLInnovation

**Blog post:** <https://www.phila.gov/2023-03-16-the-affordable-connectivity-program-provides-philadelphians-with-free-or-low-cost-broadband-internet-access/>

**Hotline:** 2-1-1 (*when written 211; 2-1-1 for call scripts*)

### Facebook Posts

#### General Messages

##### **Post 1: What is the ACP**

- The Affordable Connectivity Program is a federal benefit that provides eligible households up to \$30 off their monthly internet bill for work, school, healthcare and more. Find out if you are eligible: [getacp.org/phl](https://getacp.org/phl).
- Did you know that the Affordable Connectivity Program is a new federal benefit that provides eligible households up to \$30 off their monthly internet bill? Find out if you are eligible: [getacp.org/phl](https://getacp.org/phl).
- Savings Alert! The Affordable Connectivity Program (ACP), is a new federal benefit which offers eligible households up to \$30 off your internet bill. You might be losing \$360 a year by not taking advantage of ACP! Learn more: [getacp.org/phl](https://getacp.org/phl).

##### **Post 2: How can I find out if I'm eligible for the ACP**

- You are eligible for the Affordable Connectivity Program if you participate in a benefit program like SNAP, WIC, or Medicaid! The ACP benefit can help Philadelphians get connected to the internet with up to \$30 off their monthly internet service. Find out if you are eligible by visiting [getacp.org/phl](https://getacp.org/phl) by calling a Digital Navigator today. (Attach Flyer)

- Families are eligible for the Affordable Connectivity Program (ACP) if you have a child in the School District of Philadelphia. You can get up to \$30 off your monthly internet bill with the ACP benefit. Go to [getacp.org/phl](http://getacp.org/phl) or dial 2-1-1 to learn how to sign up. Press 8 for language services.
- If your child participates in free and reduced-price school lunch program or school breakfast program, you are eligible for the Affordable Connectivity Program (ACP)!

**Post 3: Connect with a Digital Navigator to apply for ACP**

- The City's Digital Navigators are here to help Philadelphians get online. Residents can contact a Digital Navigator and receive 1:1 help applying for the Affordable Connectivity Program to get \$30 off their monthly internet service. (Attach Flyer)
- Want help applying for the Affordable Connectivity Program to get up to \$30 off your monthly internet bill? You can schedule a 1:1 appointment with one of the City's Digital Navigators by dialing 2-1-1. For language services, press 8.

**Post 4: PHLConnectED subsidy is ending July 31, 2023**

- Families enrolled in #PHLConnectED should act NOW to enroll in the Affordable Connectivity Program (ACP) to keep their free or low-cost internet service. Find out if you qualify before July 31<sup>st</sup> – visit: [www.getacp.org/phl](http://www.getacp.org/phl)
- If your family is enrolled in #PHLConnectED it's important to know the subsidy ends July 31<sup>st</sup>. Fear not! The Affordable Connectivity Program (ACP) is a federal benefit to keep you online at a low cost (or for free!). Find out if you qualify: [www.getacp.org/phl](http://www.getacp.org/phl)

**Instagram Posts**

**General Messages**

**Post 1:** Find out if you qualify for the Affordable Connectivity Program (ACP). You could save up to \$30 on your monthly internet bill with this federal benefit. Learn more about your options to get online at #GetACPphl ! (Attach photo - [ACP Screen Grab .png](#))

**Post 2:** We know how important reliable internet access is for all Philadelphians. Whether you need to access school, work, or healthcare, getting online is essential. The Affordable Connectivity Program is a federal benefit to get up to \$30 off monthly internet services and discounts on devices. Find out if you are eligible at [getacp.org/phl](http://getacp.org/phl) ! (Attach [photo](#))

**Twitter Posts**

**General Messages**

**Post 1:** The Affordable Connectivity Program is a huge step toward bridging the digital divide. It will help ensure every Philadelphian has reliable and affordable internet by offering eligible households up to \$30 off their monthly internet bill. Need to get connected? [bit.ly/3m0c8i5](http://bit.ly/3m0c8i5)

**Post 2:** The pre-enrollment tool, GetACP, can help Philadelphians in need of internet determine ACP eligibility, what documents they will need to apply, and share plans within their neighborhood that are free with the ACP. #GetACPPhl <http://bit.ly/3m0c8i5>

**Post 3:** High-speed internet is an essential part of daily life. It allows us to connect to school and work, as well as friends and family. [GetACP](#) will help quickly determine if you qualify for up to \$30/mo off home internet through the Affordable Connectivity Program! <http://bit.ly/3moc8i5>

**Post 4:** Over 90% of Philadelphians say paying more than \$20/month for internet service is hard for them. The Affordable Connectivity Program (ACP) helps eligible households afford internet by offering up to \$30/month off their bill. Find out if you are eligible: [getacp.org/phl](http://getacp.org/phl) or dial 2-1-1.

## LinkedIn Post

## General Message

The Affordable Connectivity Program provides eligible households with a discount of up to \$30 per month on broadband service and devices. Find out if you're eligible for the program and how to apply here: [getacp.org/phl](http://getacp.org/phl)

## COLLATERAL MATERIALS, INCLUDING TRANSLATIONS

- [FCC ACP Outreach Toolkit](#)
- [Digital Navigator Flyers](#)
- [Social Graphics](#)

## PRESS RELEASE

### **City Announces Continued Internet Access Efforts for Philadelphia Residents**

*City Promotes the Federal Affordable Connectivity Program (ACP) Benefit and Announces PHLConnectED's Transition to Supporting Families to Apply for ACP*

PHILADELPHIA – The City of Philadelphia today announced that it is continuing its digital equity work through PHLConnectED by building awareness about and facilitating access to the [Affordable Connectivity Program](#) (ACP), a Federal Communications Commission program. The ACP helps ensure households can afford the broadband internet access they need for work, school, healthcare and more.

The Affordable Connectivity Program provides a discount of up to a \$30 per month toward broadband service for eligible households. When combined with low-cost options, monthly internet subscriptions may be no cost. The benefit also provides up to a \$100 per household discount toward a one-time purchase of a computer, laptop, or tablet if the household contributes more than \$10 and less than \$50 toward the purchase through a participating broadband provider.

Last year, PHLConnectED – the City's initiative to provide free internet access to pre-K-12 families in need – [was extended](#) to operate through July 2023. Though sponsored internet service will end at that time, the program will continue in its mission by supporting pre-K-12 families with

applying for the Affordable Connectivity Program. This ensures that Philadelphia's pre-K-12 families continue to have dedicated support in accessing free or low-cost internet beyond July 2023.

"PHLConnectED enabled more than 23,100 free internet connections for our families over three years. Now that ACP is in place, we can extend the program's longevity and evolve it in a way that continues to meet our families' needs while leveraging federal funds," **said Ashley Pollard, Digital Inclusion Manager for the Office of Innovation and Technology.** "The need for internet access didn't disappear when students returned to the classroom. We'll continue to partner with the School District of Philadelphia, charter schools, parochial schools, and other local education agencies to ensure their students can access digital schoolwork and homework."

The City is launching an ACP campaign to bring general awareness to the benefit for every [Philadelphia](#) household, with or without school-aged children. Philadelphia households can visit [getacp.org/phl](http://getacp.org/phl) or dial 2-1-1 to find out if they are eligible for ACP and determine next steps to apply. Support in assessing eligibility and applying to the program is available through the [City's network of Digital Navigators](#), trusted community members trained to assist with internet adoption, device access, and digital skills-building.

#### **About PHLConnectED**

Thanks to partners like Comcast, Elevate215, the Lenfest Foundation, Neubauer Family Foundation, William Penn Foundation, Fralic Family Fund, Hess Foundation, the School District of Philadelphia, [select Philadelphia charter schools](#), and Independence Mission Schools, PHLConnectED has connected eligible pre-K-12 student households in Philadelphia with access to free, reliable internet service through July 2023. The program has also provided digital skills training and support. As the program's Coordinating Agent, United Way of Greater Philadelphia and Southern New Jersey manages the 211 hotline as well as the City's Digital Navigator network.

To learn more about the program, visit [phila.gov/phlconnected](http://phila.gov/phlconnected).

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## **BLOG POST**

### **The Affordable Connectivity Program provides Philadelphians with free or low-cost broadband access**

The year is 2023 and reliable internet is an essential part of daily life. It's a necessity to take part in society. Whether you are participating in the workforce, going to school, or accessing basic resources, you need to get online.

The City of Philadelphia understands the importance of broadband access and has made digital equity a high priority. In 2020 it launched PHLConnected to help school age children and families access free or

low-cost internet. The City also has a team of Digital Navigators available to provide residents with digital support.

We're excited to bring awareness to the Affordable Connectivity Program (ACP), a federal benefit provided by the FCC. The ACP helps ensure households can afford the broadband internet access they need for work, school, healthcare and more. The ACP will help thousands of Philadelphians get connected to broadband internet.

Eligible households can receive:

- A discount of up to \$30 per month towards broadband service; and
- A discount of up to \$100 to buy a laptop, desktop computer, or tablet from participating providers. A household must contribute between \$10 and \$50 toward the device cost.

A household is eligible if a member of the household meets *at least one* of the criteria below:

- Participates in certain programs, such as SNAP, Medicaid, Housing Choice Voucher (HCV) Program (Section 8 Vouchers), Project-Based Rental Assistance (PBRA)/202/811, Public Housing, SSI, WIC, or [Lifeline](#);
- Participates in the Free and Reduced-Price School Lunch Program or School Breakfast Program, including at U.S. Department of Agriculture (USDA) Community Eligibility Provision schools;
- Received a Federal Pell Grant during the current award year; or
- Meets the eligibility criteria for a participating provider's existing low-income internet program.

You also qualify if your household's annual income is below:

- \$36,620 for a family of two
- \$46,060 for a family of three
- \$55,500 for a family of four

You do not need to be a citizen or have a Social Security number to qualify. Find out if you are eligible for the ACP benefit by visiting [www.getacp.org/phl](http://www.getacp.org/phl) or calling 2-1-1. Press 8 for language services.