Thank you for joining us for the Online For All launch and Week of Action! This toolkit includes initial Week of Action guidance, visual assets like social media graphics and flyers, informative content for emails, texts, and social media posts, and some additional Affordable Connectivity Program (ACP) outreach resources. Please reach out to onlineforall@civicnation.org if you have any questions ahead of the Week of Action.

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.

ABOUT ONLINE FOR ALL AND THE WEEK OF ACTION

Online For All is a new partnership between Civic Nation and the U.S. Department of Education to help close the digital divide by promoting broadband access, affordability, and equity for students, their families, and all Americans. Online For All will bring together local community action and large-scale mobilization efforts to respond to this challenge and ensure that every eligible household can get connected.

We're kicking off Online For All with a Week of Action, from June 14 to June 22, 2023.

The Week of Action will bring together supporting organizations from all sectors to spread awareness about this program to millions of people, help enroll thousands of new households, and tell the story of how the ACP is helping to close the digital divide for students, their families, and all Americans.

Participating organizations will receive additional guidance and resources leading up to the Week of Action and will be recognized for their participation, support, and impact after the Week of Action has concluded.

WEEK OF ACTION LAUNCH OPPORTUNITIES

There are 5 key ways you can help us spread the word about the ACP and help your community, constituents, and members enroll in the ACP and take advantage of its benefits!

Make sure to clearly communicate that this information is available at GetInternet.gov, comes from #OnlineForAll, and is in partnership with the U.S. Department of Education.

We're encouraging supporting organizations to commit to taking at least one of the following actions between June 14 and 22:
1. Host one or more ACP awareness or enrollment events in your community.
2. Spread awareness about the ACP through your existing programming.
3. Email and 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 broadband access, affordability, and equity to local media.

If you are sharing items on social media, make sure you use the hashtag #OnlineForAll, include GetInternet.gov, and tag the following accounts so that the source of this information is clear:
- **Twitter:** @CivicNation, @OfficeofEdTech, @USEdGov
- **Instagram:** @CivicNation, @USEdGov (consider adding GetInternet.gov to your Instagram bio)
- **Facebook:** U.S. Department of Education, Civic Nation
- **LinkedIn:** U.S. Department of Education, Civic Nation

Examples of Week of Action events and activities:
- **Community organizations:** Set up a table at local community events like festivals, parades, and health fairs to pass out flyers and share information about signing up for the ACP, a federal benefit.
- **Schools, institutions of higher education, and libraries:** Set up ACP sign-up hours during the Week of Action and have staff or volunteers on site to help people sign up. You can get trained on how to assist individuals with the sign-up process by using EducationSuperhighway's LearnACP tool.
- **Internet providers:** Send out 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 ACP benefit towards the cost of your plans. Partner with community organizations in your area to co-host ACP sign-up 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 community organizations in your area doing ACP outreach 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 partner with organizations and companies in your area to co-host ACP sign-up events during the Week of Action.

Consider leveraging various communication channels, such as email, social media (e.g., Twitter, Instagram, Facebook, LinkedIn), and text messages, to communicate information about:
1. The ACP;
2. Online For All; and
3. The Digital Divide

The Affordable Connectivity Program (ACP)
- The ACP is a federal program to help eligible households pay for internet service.
- The ACP 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.
- Many internet providers are offering low-cost plans for ACP subscribers that may lower the internet bill to $0/month.
- ACP subscribers 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.
- There are several ways to qualify for the ACP, such as participating in the Free and Reduced-Price School Lunch or School Breakfast Program (including the Community Eligibility Provision (CEP); participating in certain other federal assistance programs, including Medicaid, SNAP, WIC benefits, or Federal Pell Grants (current award year); or having a household income at or below 200 percent of the Federal Poverty Guidelines.
- Millions of eligible households are still unenrolled in the ACP. Households can check eligibility and learn more about applying for the ACP by heading to GetInternet.gov.

Online For All
- Online For All is a national campaign launched by Civic Nation and the U.S. Department of Education working to close the digital divide by focusing on internet access, affordability, and equity for students, families, and all Americans.
- Alongside a coalition of supporting organizations, we will ensure those who are eligible enroll in the Affordable Connectivity Program (ACP), a federal benefit to lower the cost of high-speed internet.
- Online For All will launch with a Week of Action kicking off June 14. This Week of Action will help thousands of new households enroll, bring together organizations across sectors to drive awareness about how the ACP can help close the digital divide, and increase access to critical learning opportunities.

The Digital Divide
- An estimated 28 million households (23 percent) in the United States do not have high-speed broadband at home, and two-thirds of these households are offline because they need help affording an available internet connection.

- The COVID-19 pandemic increased the impact of the digital divide as school, work, and even extracurricular activities shifted to being virtual. Nearly 1 in 5 households with annual incomes under $50,000 lost internet connection when all essential services moved online.
- The impact of these inequities is even higher for communities of color, rural communities, and older Americans. A 2021 survey found that 71 percent of Black and 65 percent of Hispanic people reported having broadband service at home, as compared to 80 percent of white respondents.

ADDITIONAL RESOURCES

Vice President Harris's video on Twitter, Instagram, and Facebook

Civic Nation
- Outreach Toolkit
- Social Media Graphics
- Printable Flyers

U.S. Department of Education
- School Outreach Toolkit
- Higher Education Dear Colleague Letter

EducationSuperHighway's ACP Resource Hub
- Toolkit for Local Leaders
- Toolkit for School Districts

FCC and USAC Community Outreach
- Outreach Toolkit

This toolkit 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. All materials disseminated as part of this toolkit must clearly reflect that the source of this information is Online For All, a partnership including the U.S. Department of Education.