

Affordable Connectivity Program Communications Templates for Schools

INTRO MAILERS & EMAIL

Dear [INSERT SCHOOL NAME] family,

Thank you for being a part of our vibrant community! Whether you and your student are new to us or have been with us for many years, we value your family's unique contributions to our community.

To ensure your student can fully participate in all lessons and complete their assigned homework, we recommend all [INSERT SCHOOL NAME] families have a home-based, high-speed internet connection.

Through the federal government's Affordable Connectivity Program, millions of families qualify for a \$30 per month credit towards their home internet. When paired with a low-cost offer from your internet service provider [LIKE INTERNET ESSENTIALS FROM XFINITY], your **high-speed internet could be free to you!** Please visit [INSERT SCHOOL WEBSITE IF RELEVANT, [FCC.gov/ACP](https://www.fcc.gov/ACP), [xfinity.com/ACP](https://www.xfinity.com/ACP)] to find out more and learn if you may qualify.

As the '23 - '24 school year gets into full swing, we're all eager to watch your students learn and grow. We have several fun, educational, and interactive lessons planned for this year. For example, [INSERT SEVERAL EXAMPLES OF CLASSES AND THE ACTIVITIES THEY'LL BE DOING THAT WILL REQUIRE HOME INTERNET AND USE OF A COMPUTER. FOR EXAMPLE: "OUR MUSIC CLASSES WILL BE USING XYZ WEBSITE TO COMPOSE THEIR OWN SONGS AND HEAR THE COMPUTER PLAY THEM BACK" OR "OUR THIRD GRADERS WILL TAKE TURNS WATCHING A LIVE FEED OF NESTING EAGLES AND LOGGING THEIR OBSERVATIONS IN THE CLASS JOURNAL" OR "OUR EIGHTH GRADERS WILL BE TASKED WITH WATCHING A SERIES OF TED TALKS ON LEADERSHIP AND RESILIENCY AND WRITING ESSAYS ON THE STRATEGIES THEY'LL USE IN HIGH SCHOOL AND BEYOND."]

We're looking forward to a fun and educational school year! As always, please contact our front office [INSERT NUMBER] if you have any questions or if there's anything we can help you with regarding eligibility or enrollment.

Sincerely,
[INSERT PRINCIPAL NAME/SIGNATURE]

FOLLOW-UP MAILER AND/OR EMAIL

Dear [INSERT SCHOOL NAME] family,
Did you know you could qualify for free Internet? It's true!

For eligible families, the federal government's Affordable Connectivity Program (ACP) provides a \$30 per month credit. When paired with a low-cost offer from your internet service provider [LIKE INTERNET ESSENTIALS FROM XFINITY], your high-speed internet could be totally free to you! Visit [INSERT SCHOOL WEBSITE IF RELEVANT, FCC.gov/ACP, xfinity.com/ACP] to find out more and learn if you may qualify.

As you know, your students need to use the internet regularly to complete and submit many of their homework assignments. We hope you'll take advantage of this great benefit from the federal government and [XFINITY or YOUR LOCAL SERVICE PROVIDER]

As always, please contact our front office if you have any questions or if there's anything we can help you with.

Sincerely,
[INSERT PRINCIPAL NAME/SIGNATURE]

ROBOCALL SCRIPT

Hello [INSERT SCHOOL NAME] family! This is [INSERT PRINCIPAL NAME]. I want to tell you about an exciting benefit that could help many of our [INSERT SCHOOL NAME] families. Did you know you may be able to get the Internet at home for free? Through the federal government's Affordable Connectivity Program, millions of households qualify for a \$30 per month credit towards their home internet. When paired with a low-cost offer from your internet service provider, your high-speed internet could be free! Visit [INSERT SCHOOL WEBSITE IF RELEVANT, FCC.gov/ACP, xfinity.com/ACP]. for more information. Go [INSERT SCHOOL MASCOT]!

INTRO TEXT/WHAT'S APP/CLASS DOJO PUSH MESSAGE

High-speed Internet at home is one of the most important school supplies your student needs. Visit [INSERT SCHOOL WEBSITE IF RELEVANT, FCC.gov/ACP, xfinity.com/ACP] to learn how you might be able to get home internet for free through the federal government's Affordable Connectivity Program.

FOLLOW-UP TEXT/WHAT'S APP/CLASS DOJO PUSH MESSAGE

Did you know the federal government is giving up to a \$30/month credit toward internet bills for eligible households? Visit [INSERT SCHOOL WEBSITE IF RELEVANT, FCC.gov/ACP, xfinity.com/ACP] to learn more and find out how to apply. Your student will thank you!

SOCIAL MEDIA

[USE SAME COPY AS TEXT/WHAT'S APP/CLASS DOJO, BUT INCLUDE PHOTOGRAPHY OF ACTUAL STUDENTS USING COMPUTERS FOR LEARNING ACTIVITIES, PREFERABLY SMILING AND ENGAGED]