



# Digital Connectivity & Lifeline Awareness Week

*September 11-17, 2023*

## **WHAT IS DIGITAL CONNECTIVITY & LIFELINE AWARENESS WEEK?**

Digital Connectivity and Lifeline Awareness Week (formerly named Lifeline Awareness Week) is an annual outreach event that takes place the first full week after Labor Day in partnership with the National Association of Regulatory Utility Commissioners (NARUC) and National Association of State Utility Consumer Advocates (NASUCA). The week is designed to both raise awareness of and increase participation in Lifeline and the Affordable Connectivity Program (ACP). Promotion of these programs is aimed at helping ensure no one gets left out of crucial telecommunications services simply because they cannot afford it. Internet is no longer a luxury, but a necessity for everyone, everywhere.

## **WEEK OF ACTION ACTIVITY OPPORTUNITIES FOR PARTNERS**

There are many ways FCC grantees, community organizations, schools, higher education institutions, libraries, internet providers, businesses, local, state and Tribal governments can engage and support this critical week of action and help their communities, audiences, and memberships get involved. We're hoping partners can commit to taking at least one of the following actions between September 11-17:

1. Email and text your memberships.
2. Issue an official press release, proclamation, or video announcement to show your organization's support.
3. Promote and share content on social media, blog posts and websites. Hashtags: #digitalconnectivity #lifelineawarenessweek
4. Spread awareness about these programs through your existing programming.
5. Host a local or virtual awareness event in your community.
6. Use sample posts in the NARUC toolkit or post your own content about how programs like the ACP and Lifeline have helped millions of families across the country get connected.
7. Spread awareness about the ACP and Lifeline's impact in your community.



## EXAMPLES OF WEEK OF ACTION AWARENESS EVENTS

- **Community Organizations:** Host a round table with local leaders and ACP/Lifeline enrollees to share their digital connectivity success stories and need to close the digital divide. Set up a table at local community events like festivals, parades, health fairs, etc. to pass out flyers and share information about signing up for the ACP and Lifeline.
- **Schools, Higher Education Institutions, and Libraries:** Host a poster/video contest where students can create videos sharing how the internet is needed in their home and community. Display the winning entries and consider awarding prizes! Set up ACP and Lifeline sign-up hours during the Week of Action and have a staff or volunteers on site to help people sign up.
- **Internet Providers:** Elevate how the ACP and Lifeline has helped them connect more households to the internet who otherwise could not afford it. Send out emails and texts to their customers to remind them that they can still sign up for the ACP and Lifeline. Partner with community organizations to co-host ACP and Lifeline sign-up events.
- **Elected Officials:** Elevate local constituents' digital connectivity stories and elevate their commitment to closing the digital divide online or join local events or host a press conference with local leaders and constituents. Email their constituents about the ACP and Lifeline, and the opportunity to get connected and save monthly. Talk about ACP and Lifeline at any public events and partner with organizations and companies in their area to co-host ACP and Lifeline sign-up events during the Week of Action.
- **Businesses:** Post flyers in their business's public facing areas. Partner with community organizations doing ACP and Lifeline outreach by providing space for ACP and Lifeline sign-up events or consider donating used or new devices to give away to new enrollees.

## RESOURCES

### [NARUC's Toolkit](#)

- Governor Proclamation
- Traditional Media Sample News Release, Public Service Announcement & Letter to the Editor
- Social Media Sample Posts
- Outreach Events and Promotional Materials
- Sample Letter to Companies and Community Groups

### [Lifeline Program Consumer Guide](#)

- Consumer Guide

### [Affordable Connectivity Program Toolkit](#)

- Downloadable Social Media Images
- Fact Sheets
- Other Outreach Content and Materials

