Crafting an Affordable Connectivity Program Outreach Campaign

Ryan Lauko, Sr. Director of Operations
Jessica Westbrook, Content Manager
Jeneé Saffold, Policy Attorney

December 20, 2022
Agenda

1 | About BDT
2 | Benefits of Data-Driven Outreach
3 | Outreach Best Practices
4 | Outreach Examples
BDT is a national nonprofit harnessing the power of data, technology, and policy to provide efficient and dignified access to assistance, improving people's health and financial security.
The Problem: What's Left on the Table

More than $80 BILLION in government assistance goes untapped nationally

- Healthcare: Medicaid/CHIP
- Broadband: Affordable Connectivity Program (ACP)
- Tax Credits: Earned Income Tax Credit (EITC)
- Food: SNAP and WIC
- Financial Aid: Pell Grants

*BDT estimate based on federal data and reputable third-party sources.*
Our multi-pronged, person-centered approach improves health & economic mobility
BDT’s National Impact

1.2 Million
Households screened for benefits to date

3 Million
People receiving streamlined benefits access due to policy changes since 2019

$9 Billion
Secured for families in need to date

$2,465
Average benefits delivered per household in 2021
Importance of Data-Driven Outreach

- Researchers studying the impact of sending outreach to households that are likely eligible for SNAP found that informational mailings nearly doubled SNAP enrollment, suggesting that lack of information poses a significant barrier to SNAP take-up.

- Treasury Dept. economists found that letters to taxpayers without health insurance explaining how to enroll increased health insurance sign-ups & saved lives.

Impact of ACP & Data-Driven Outreach

- Massachusetts recently **texted more than 1 million SNAP and TANF beneficiaries** about GetInternet.gov and saw their **rate of enrollments double** in the five days following the text.

- Michigan **texted about 1.3 million** likely eligible Michiganders and gained **25,000 new ACP enrollees** as a result.
What to consider before starting outreach?

1. Data
   - What data do you have access to?
   - How can this data be used for data-driven outreach?

2. Messaging
   - Identify call to action
   - Utilize Best Practices
   - Languages?

3. Logistics & Strategy
   - Letters or Texts (Interactive?)
   - Frequency & Timing
   - Consent

4. Evaluation
   - What do you want to learn?
   - What outcomes are you interested in?
Messaging Best Practices

- Establish legitimacy
- Use client-centered language (internet services vs. ACP)
- Provide a specific call to action
- Structure materials intentionally ("F pattern" for letters)
- Incorporate behavioral science principles
- Keep messages short and to the point (max. 306 characters for texting)
- Define the benefit value, monetary or otherwise
- Provide opt-out for texting
Integration of Behavioral Science

- **Behavioral science** is the study of economic decision making and human behavior.

- Utilizing these principles in messaging is likely to increase follow through with the call to action.
  - Implementation intention
  - Social norms
  - Loss aversion
  - Psychological ownership
Examples of Behavioral Science Principles

**Implementation Intention**
When do you plan to apply? Today or Tomorrow? Write it down so you don’t forget!

**Social Norms**
Many people enrolled in SNAP have already applied for ACP and receive $30/month for internet services.

**Loss Aversion**
You may be losing up to $360 each year by paying for internet without ACP.

**Psychological Ownership**
Applying can get you $360 per year for home or mobile internet. Don’t miss out!

Claim the $30 per month in internet services that belongs to you by going to GetInternet.gov today!
<table>
<thead>
<tr>
<th>Affordable Connectivity Program sample messages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One SMS + One Way</strong></td>
</tr>
<tr>
<td>State Dept of Human Services: {First Name}, because you receive SNAP, you qualify for $30 per month for your internet bill. It's easy to apply at GetInternet.gov.</td>
</tr>
</tbody>
</table>

| **Two SMS + Two Way** |
| **Initial Message** |
| State Dept of Human Services: {First Name} did you know you qualify for $30/month for internet services? The Affordable Connectivity Program provides extra support paying for internet bills. Apply now at Getinternet.gov. It's easy & free! |

| **Reply Message** |
| The Affordable Connectivity Program (ACP) is a federal benefit that provides households with discounted internet services. You qualify if you're enrolled in any of these benefits: SNAP, Medicaid, WIC, SSI, or Veterans Pensions |

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reply 1 to learn more</strong></td>
</tr>
<tr>
<td><strong>Reply STOP to opt out</strong></td>
</tr>
<tr>
<td><strong>Msg&amp;data rates may apply</strong></td>
</tr>
</tbody>
</table>

| **B E N E F I T S  D A T A  T R U S T** | **1** | **13** |
Affordable Connectivity Program sample letter

Dear First M. Last,

Good news! You qualify for $30 each month for internet services through the Affordable Connectivity Program (ACP). This program provides households with discounted internet services.

To Apply:

1. Visit GetInternet.gov, select how you qualify & Click "Apply Now".
   - Fill out your information to create an account
   - Log into your account & Click "Apply for ACP"
   - Follow the prompts then click "Submit"

2. Call your existing internet provider with your application information to choose a plan and have the discount applied to your bill.

It takes less than 5 minutes to apply! You're automatically eligible because you participate in (Benefit Name). Claim your discounted internet services at GetInternet.gov.

Don't miss out on $360 per year for your home or mobile internet bill. Apply today!

Sincerely,

First M. Last
Title, Department/Organization

P.S. The sooner you claim your ACP discount at GetInternet.gov, the sooner you'll save money and have access to the internet services you deserve!
Questions: Partnerships@BDTrust.org

Ryan Lauko
Sr. Director of Operations

Jessica Westbrook
Content Manager

Jeneé Saffold
Policy Attorney