



Crafting an Affordable Connectivity Program Outreach Campaign

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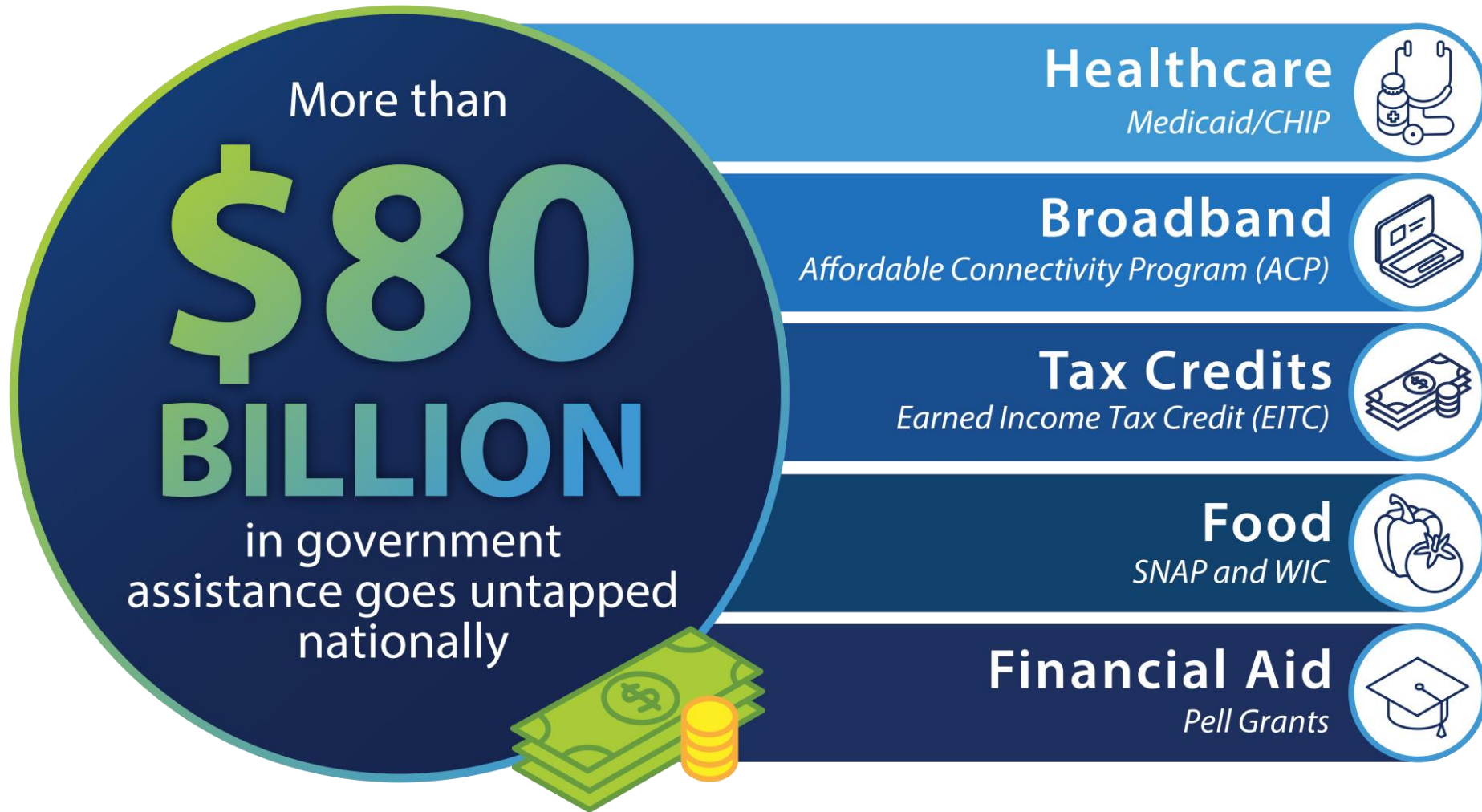
Agenda

- 1 | About BDT
- 2 | Benefits of Data-Driven Outreach
- 3 | Outreach Best Practices
- 4 | Outreach Examples

About Benefits Data Trust (BDT)

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



BDT estimate based on federal data and reputable third-party sources.

BDT's Strategies to Deliver Impact

Data Analytics & Technology



Direct Service



Our multi-pronged, person-centered approach improves health & economic mobility

Policy & Practice Solutions



Partner Engagement



BDT's National Impact



1.2 Million

Households screened for benefits to date



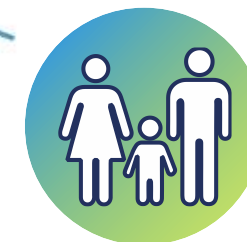
\$9 Billion

Secured for families in need to date



3 Million

People receiving streamlined benefits access due to policy changes since 2019



\$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-up¹
- 🌀 Treasury Dept. economists found that letters to taxpayers without health insurance explaining how to enroll **increased health insurance sign-ups & saved lives.**^{2,3}

1. Amy Finkelstein, Matthew J Notowidigdo, *The Quarterly Journal of Economics*, Volume 134, Issue 3, August 2019, Pages 1505–1556.

2. Sarah Kliff, "The I.R.S. Sent a Letter to 3.9 Million People. It Saved Some of Their Lives.," The New York Times, December 2019.

3. Jacob Goldin, Ithai Z. Lurie, Janet McCubbin, "[Health Insurance and Mortality: Experimental Evidence from Taxpayer Outreach.](#)" National Bureau of Economic Research, December 2019.

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.

["Vice President Harris Marks Important New Milestone in Administration's Efforts to Cut Costs for American Families."](#) White House Fact Sheet, July 21, 2022

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?



Outreach
Effectiveness

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**

Behavioral science in messaging

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.

Examples of Behavioral Science Principles

Loss Aversion

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

Applying can get you \$360 per year for home or mobile internet. Don't miss out!

Psychological Ownership

Claim the \$30 per month in internet services that belongs to you by going to [Getinternet.gov](https://www.getinternet.gov) today!

Affordable Connectivity Program sample messages

One SMS + One Way

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.

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 1 to learn more

Reply STOP to opt out
Msg&data rates may apply

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

The sooner you apply at Getinternet.gov, the sooner you'll save money!

1

Affordable Connectivity Program sample letter

Recognizable
Branding



Utilize post-it
note for
emphasis

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](https://www.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 new or existing internet provider with your application information to chose a plan and have the discount applied to your bill.



Easy to
understand
steps

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](https://www.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

Signed by
person—
establishes
legitimacy

P.S. The sooner you claim your ACP discount at [Getinternet.gov](https://www.getinternet.gov), the sooner you'll save money and have access to the internet services you deserve!

Questions: Partnerships@BDTrust.org



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