WEEK OF ACTION OVERVIEW

Thank you for joining us for Online For All's launch and Week of Action! This overview document includes initial Week of Action guidance, visual assets like social media graphics and flyers, and some additional ACP outreach resources. Feel free to reach out to onlineforall@civicnation.org if you have any questions ahead of the Week of Action.

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 high-speed internet 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 meet this moment and ensure that every household can get online.

We're kicking off Online For All with an Affordable Connectivity Program Week of Action June 14th to 22nd, 2023. Sign up to join this Week of Action at onlineforall.org.

The ACP Week of Action will bring together organizations from all sectors to spread awareness about this program to millions of people, help thousands of new households get enrolled, 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 and impact after the Week of Action has concluded.

WEEK OF ACTION ACTIVATION OPPORTUNITIES

There are 5 key ways you can help us spread the word about the ACP and help your communities, audiences, and memberships get enrolled!

We're asking supporting organizations to commit to taking at least one of the following actions between June 14th and 22nd:

1. Host (an) ACP awareness or enrollment event(s) in your community

2. Spread awareness about the ACP through your existing programming

3. Email and/or text your audiences with ACP information

4. Uplift **#OnlineForAll** content and post your own content about ACP on social media

5. Write a blog post or send an op-ed about high-speed internet access and affordability to your local media

Examples of Week of Action events and activations:

Community organizations: 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. You can get trained on how to help someone through the sign-up process using EducationSuperhighway's LearnACP tool.

Schools, Higher Education Institutions, and Libraries: Set up ACP sign-up hours during the Week of Action and have a few staff or volunteers on site to help people sign up. You can get trained on how to help someone through the sign-up process 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 benefit for 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 opportunity to save money on their internet bills. 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 opportunity to save money on their internet bills. 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.

ADDITIONAL RESOURCES

- Civic Nation Resources
  - Social Media Graphics
  - Printable Flyers

- U.S. Department of Education Office of Educational Technology Resources
  - 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 Resources
  - Outreach Toolkit