Effective ACP Outreach Tips

Proven Outreach Practices that work

01

Layering
When conducting outreach, layering ACP work is most effective. Partner with others for an event so ACP is not the only topic discussed. Meet people where they are - go to events in the community where people are gathering.

02

Messaging
Do not say "free internet," this makes the program seem skeptical. Say instead "Save $30 a month," so people can see the tangible impact on their budget.

03

Consumer Protections
It would diminish the trust barrier if you let people know how they can be protected if the program goes away. Let them know how they can protect themselves against ISPs.

04

Enrollment Pipeline
Create a strong program structure - moving from initial interest to fully enrolled in ACP. In the next slide, we'll discuss this a bit more.

05

In-person and Media
In-person outreach has been more effective than social media ads. Reach out to local news coverage and radio to talk about ACP.

06

Lifeline
Folks can stack their benefits, but only if they apply to Lifeline first and then enroll in ACP. Or they could use Lifeline for their mobile phone and ACP for their internet plan.

07

Documentation
SNAP and Medicaid are almost always automatically verified and can make the application process 15 mins or less. However, qualifying by salary can take a bit longer. Ensure you encourage folks to sign up with the easiest program if they are involved in more than one.