Emergency Broadband Benefit Program – Consumer Toolkit

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Where to Download Toolkit Resources

The following guide refers to several resources that are available as downloadable pdf and image files. You can find all of these resources at: GetEmergencyBroadband.org/help/resources

Background

The Emergency Broadband Benefit Program is a Federal Communications Commission (FCC) program that provides a temporary discount on monthly broadband bills for qualifying low-income households.

If a household is eligible, they can receive:

- Up to a $50/month discount on your broadband service and associated equipment rentals

- Up to a $75/month discount if your household is on qualifying Tribal lands

- A one-time discount of up to $100 for a laptop, tablet, or desktop computer (with a co-payment of more than $10 but less than $50)

Only one monthly service discount and one device discount is allowed per household.

The program will begin in spring 2021 and end when the fund runs out of money, or six months after the Department of Health and Human Services declares an end to the COVID-19 health emergency, whichever is sooner.

Purpose

Given that the Emergency Broadband Benefit Program is temporary, it is important that consumers are made aware of the program and given the opportunity to participate as soon as possible. To

encourage and assist consumer outreach, USAC has created resources in this toolkit that organizations can use instead of creating outreach from scratch.

Consumer advocacy groups, social service agencies, and other organizations that support broadband customers are welcome to print and distribute any or all of the toolkit's resources in their communities. Additionally, all are welcome to integrate the web banners and tiles into their websites.

We encourage any necessary translation of these resources in order to share them beyond English-speaking communities.

Finally, a primary goal of consumer outreach should be to direct potential participants to the EBB Program's consumer information and application website: GetEmergencyBroadband.org. If independently create consumer outreach materials, we ask that you still direct consumers there.

Flyer and Brochure
Download pdf files for a 1-page flyer and a 4-page brochure at:
GetEmergencyBroadband.org/help/resources

Please note that the brochure has digital and print versions. The print version should be printed double-sided on 8.5"x11" paper, and it should not be distributed electronically, as its pages are in a specific order for folding.

Social Media
We created several image options that you can use with a social media post. To access all of the pictures, download the zipped social media image folder at:
GetEmergencyBroadband.org/help/resources

For instructions on unzipping folders, visit the appropriate support pages for Microsoft (Windows) or Apple (Mac).

We have also created several sample social media messages, although we encourage adapting the language to your organization's tone and audience as appropriate. Note: While USAC does not have social media accounts, please be sure that you have tagged the Federal Communications Commission correctly on Facebook, Twitter, or Instagram.

Sample Language:

The Emergency Broadband Benefit Program is a temporary @FCC Program that provides discounts on broadband service and devices for qualified households. #COVIDRelief

Visit GetEmergencyBroadband.org to learn more about the discounts, eligibility, and how to apply.

The @FCC has a new #COVIDRelief program in 2021: Low-income households can apply for the Emergency Broadband Benefit, which includes monthly broadband discounts, an Enhanced Tribal Benefit, and a device discount.

Visit GetEmergencyBroadband.org to learn more.

You might qualify for a temporary @FCC program that offers #COVIDRelief discounts of up to $50 per month on your monthly broadband bill. Device discounts and an Enhanced Tribal Benefit are also available.

See if you're eligible at GetEmergencyBroadband.org

If you live on Tribal lands, you may qualify for Emergency Broadband Benefit's Enhanced Tribal Benefit: a discount of up to $75 per month on your monthly broadband bill.

Learn about all of the available discounts of this temporary @FCC program at GetEmergencyBroadband.org

Web Tiles and Banners

We have created images that you can add to your website as a banner or tile feature. To access design files for all of the images, download the zipped web banner and tile image folder at: GetEmergencyBroadband.org/help/resources

For instructions on unzipping folders, visit the appropriate support pages for Microsoft (Windows) or Apple (Mac).

These images should link to the EBB Program's consumer website or the EBB Program's Companies Near Me tool, which consumers can use to find participating broadband providers.

Acceptable destination links:

- GetEmergencyBroadband.org
- GetEmergencyBroadband.org/companies-near-me/

We have attached the design files so that you can adjust the size and shape of these images to better fit your website layout. However, **please do not change the background picture or the colors and text used in the images**. The images follow specific style and branding guidelines, and we unfortunately cannot make changes that break those guidelines.