



Digital Connectivity & Lifeline Awareness Week

September 8-14, 2024

WHAT IS DIGITAL CONNECTIVITY & LIFELINE AWARENESS WEEK?

Digital Connectivity and Lifeline Awareness Week is an annual outreach event that takes place the first full week after Labor Day in partnership with the National Association of Regulatory Utility Commissioners (NARUC) and National Association of State Utility Consumer Advocates (NASUCA). The week is designed to raise awareness of and increase participation in Lifeline. Promotion of this program is aimed at helping ensure no one gets left out of crucial telecommunications services simply because they cannot afford it. Internet is no longer a luxury, but a necessity for everyone, everywhere.

WEEK OF ACTION ACTIVITY OPPORTUNITIES FOR PARTNERS

There are many ways FCC grantees, community organizations, schools, higher education institutions, libraries, internet providers, businesses, local, state and Tribal governments can engage and support this critical week of action and help their communities, audiences, and memberships get involved. We're urging partners to commit to taking at least one of the following actions during the "Week of Action," between September 8-14, 2024:

1. Email and text your memberships.
2. Issue an official press release, proclamation, or video announcement to show your organization's support.
3. Promote and share content on social media, blog posts and websites. Hashtags: #digitalconnectivity #lifelineawarenessweek
4. Use sample posts in the NARUC toolkit or post your own content about how Lifeline has helped millions of families across the country get connected.
5. Spread awareness about Lifeline through your existing programming.
6. Host a local or virtual awareness event in your community.
7. Spread awareness about Lifeline's impact in your community.



EXAMPLES OF WEEK OF ACTION AWARENESS EVENTS

- **Community Organizations:** Host a round table with local leaders and Lifeline enrollees, who will share their digital connectivity success stories and talk about the need to close the digital divide. 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 Lifeline.
- **Schools, Higher Education Institutions, and Libraries:** Host a poster/video contest where students can create videos sharing how the internet is needed in their home and community. Display the winning entries and consider awarding prizes! Set up Lifeline sign-up hours during the Week of Action and have a staff or volunteers on site to help people sign up.
- **Internet Providers:** Elevate how Lifeline has helped them connect more households to the internet who otherwise could not afford it. Send out emails and texts to their customers to remind them that they can still sign up for Lifeline. Partner with community organizations to co-host Lifeline sign-up events.
- **Elected Officials:** Elevate local constituents' digital connectivity stories and elevate their commitment to closing the digital divide online or join local events or host a press conference with local leaders and constituents. Email their constituents about Lifeline, and the opportunity to get connected and save monthly. Talk about Lifeline at any public events and partner with organizations and companies in their area to co-host Lifeline sign-up events during the Week of Action.
- **Businesses:** Post flyers in their business's public facing areas. Partner with community organizations doing Lifeline outreach by providing space for Lifeline sign-up events or consider donating used or new devices to give away to new enrollees.

RESOURCES

[NARUC's Toolkit](#)

- Governor Proclamation
- Sample News Releases, Public Service Announcement & Letter to the Editor
- Sample Social Media Posts
- Outreach Events and Promotional Materials
- Sample Letter to Companies and Community Groups

[Lifeline Program Consumer Guide](#)

- FCC Consumer Guide
- Downloadable Social Media Images

