

EDUCATORS' TOOLKIT

Get Your Students Connected!

The Educators' Toolkit includes flyers and colorful graphics to help you provide detailed information on the affordable, reduced-cost Internet offers available, and help you advertise the program to students and families that would benefit from it. The flyers and graphics are in English and Spanish, and can be printed in both color or black and white. All of the flyers include a toll-free number that is available 24 hours a day, 7 days a week for families to call to speak with a community organization that will help them understand the offers and sign-up for a service.

What's Inside?

- ✓ **The Comparison Flyer:** In-depth, detailed information on each of the affordable, reduced-cost Internet offers including price, necessary qualifications, the data cap, pros and cons, and contact information for the Internet Provider. This is a useful flyer for staff who would like to take the time to read as much information as possible before sharing the sign-up flyers. You have the option of giving this flyer to a parent, but it may be an overwhelming amount of information in which case we recommend you consider [Benefits Informant](#).
- ✓ **The Benefits Informant:** Some information on the benefits of affordable reduced-cost Internet offers, including pricing and the toll-free number. This is a good flyer to quickly inform a parent that they have options. Consider handing them both the [Comparison Flyer](#) and [Benefits Informant](#) together.
- ✓ The [Buyer's Guide](#) has complete listings of free or low-cost computers that are available through the program. Parents will not think about purchasing Home Internet unless they have a computer at home.
- ✓ **The Graphics Package:** These graphics can be downloaded and used digitally for school/district newsletters, e-mails, school social media accounts, and website postings. You may consider printing flyers to hand out at Back-to-School Nights or any event where parents and students are present to receive information.

Below is language you are welcome to copy and paste for your school/school district newsletter, social media accounts or webpage. Additionally, if you place one of the graphics on your school website or newsletter, you may want to include this language to explain the image:

[Insert Name of School/ School District] has partnered with the California Emerging Technology Fund to raise awareness of discounted broadband offers in our community! These affordable, reduced-cost Internet offers may be available to you for as little as \$10 a month if:

- ✓ Your child is enrolled in the National Student Lunch Program.
- ✓ You are a recipient of CalFresh or Supplemental Nutrition Assistance Program (SNAP), or Supplemental Security Income 65 or over.

Consider setting up a workshop, engaging with one of our trusted community organizations in your area, and ordering 6 x 3 school banners.

- ✓ Each banner is \$50 and available in English and in Spanish. The California Emerging Technology Fund will pay \$50 toward each of the first 400 banners ordered, for schools ordering more than one banner. For example, if you order 2 banners for a school, the net cost would be \$50. (No payment required when placing the order.)

If you would like to know more, call toll-free, any time of day, any day of the week:
844-841-4636 to speak with a representative at a trusted community-based organization who will help you decide which Internet provider has the right plan for you and help you avoid paying too much!

Tweets or Facebook Post:

To Be Used with a Graphic.

We partnered w/@net4allnow to inform you of #AffordableInternet Offers that are available for you and your family! #Internetaccess can help you keep up with your child's #schoolwork and communicate with a teacher! Call the number to learn more! #EdEquity #DigitalLiteracy