

## Affordable Connectivity Program – Consumer Toolkit

### Table of Contents

Click on the links below to jump directly to the section:

*Where to Download Toolkit Resources*

*What is the ACP?*

*Help Spread the Word*

*Flyer and Brochure*

*Social Media*

### 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: [AffordableConnectivity.gov/community-resources/](https://AffordableConnectivity.gov/community-resources/)

### What is the ACP?

The Affordable Connectivity Program (ACP) is a Federal Communications Commission (FCC) program that provides a monthly discount on internet services and a one-time device discount for qualifying low-income households.

If a household is eligible, they can receive:

- Up to a \$30/month discount on your internet service and associated equipment rentals (such as modems, routers, hotspot devices and antennas)
- 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](#).

### Help Spread the Word

USAC has created a toolkit that includes resources organizations can use to make consumers aware of the new Affordable Connectivity Program and give them the opportunity to participate.

Consumer advocacy groups, social service agencies, and other organizations that support eligible households 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 translation of these resources to share beyond English-speaking communities.

The primary goal of consumer outreach is to help consumers understand how to apply for the Affordable Connectivity Program. There are three ways to apply for the ACP: online, mail, or through a participating internet company.

1. **Online**  
Consumers can go to [AffordableConnectivity.gov](https://AffordableConnectivity.gov) to submit an application.
2. **Mail**  
Consumers can print an application ([English](#) or [Spanish](#)) or request a paper application by calling the ACP Support Center at (877) 384-2575.
3. **Through a participating internet company**  
Consumers can apply through a participating internet company. They can find a participating internet company with our [Companies Near Me](#) tool.

If you independently create consumer outreach materials, we ask you to direct consumers to the ACP website.

## Flyer and Brochure

Download pdf files for a 1-page flyer at: [AffordableConnectivity.gov/community-resources/](https://AffordableConnectivity.gov/community-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 in social media posts. To access all of the pictures, download the zipped social media image folder at: [AffordableConnectivity.gov/community-resources/](https://AffordableConnectivity.gov/community-resources/)

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

We have also created several sample social media messages that can be adapted to your organization's tone and audience. Note: Please be sure to tag the Federal Communications Commission (@FCC on [Twitter](#) or [Instagram](#)). On Facebook, please tag @Federal Communications Commission.

**Sample Language:**

The Affordable Connectivity Program is an @FCC Program that provides discounts on internet service and devices for qualified households. Visit [AffordableConnectivity.gov](https://AffordableConnectivity.gov) to learn more about the discounts, eligibility, and how to apply. #BroadbandForAll (Twitter)

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The @FCC launched a new program on December 31, 2021: Low-income households can now apply for the Affordable Connectivity Program, which includes monthly internet discounts, an Enhanced Tribal Benefit, and a one-time device discount. To learn more, go to [AffordableConnectivity.gov](https://AffordableConnectivity.gov). (Twitter)

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You might qualify for the new @FCC program that offers discounts of up to \$30 per month on your monthly internet service. One-time device discounts and an Enhanced Tribal Benefit are also available. Learn if you qualify at [AffordableConnectivity.gov](https://AffordableConnectivity.gov) (Twitter)

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If you live on Tribal lands, you may qualify for the Affordable Connectivity Program's Enhanced Tribal Benefit: a discount of up to \$75 per month on your monthly internet service. Learn about all of the available discounts of this @FCC program at [AffordableConnectivity.gov](https://AffordableConnectivity.gov) (Twitter)

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