



Pandemic EBT Statewide Communications Plan

Feb. 23, 2021

[Hungerfreenj.org/pebt-communications](https://hungerfreenj.org/pebt-communications)

Questions? Contact Nancy Parello, nparello@cfanj.org.

As the state prepares its plan to distribute the next round of P-EBT, Hunger Free New Jersey (HFNJ), in partnership with other advocates and child-serving organizations across the state, will launch a statewide communications campaign on **March 1, 2021**. This will be launched in two phases:

Phase 1 Goals:

1. To alert parents to the new round of P-EBT and motivate them to complete school meal applications and update their family's information with their school districts. This is needed to reduce the number of families who did not receive cards or had trouble accessing benefits due to erroneous information (i.e. wrong addresses, birthdates, etc.)
2. To motivate school leaders to encourage parents to complete school meals applications and update their information at the district level.

A suggested timeline for Phase 1 communication activities is below for both school districts and non-school district organizations.

Phase 2 Goals:

1. To alert parents that P-EBT cards are on their way and provide more information about how to access the benefits. There will also be messaging around ways to get help if the card is not received or if other issues arise in using the card.
2. To encourage school officials to send these same messages to their parents.

Phase 2 Timeline: TBD

Phase 1 Communications Schedule for Non-School District Partners.

All Communications materials can be found at hungerfreenj.org/pebt-communications.

Week of March 1:

- ✓ Share two social media graphics. Simply go to hungerfreenj.com/pebt-communications and click Share. The graphic will automatically post to whichever social media platform(s) you choose. You can also add your own message. Suggested messages are also located on the [P-EBT communications page](#).
- ✓ Post a graphic on your webpage with link to njsnap.gov.
- ✓ Send a letter or email to your local school superintendent or principal. Text for the e-mail/letter is located on the [P-EBT communications page](#). Simply copy and paste.

Week of March 8:

- ✓ Send an email to your network, asking that they participate in the campaign. Text for the e-mail is located on the [P-EBT communications page](#). Simply copy and paste. Use a graphic with your e-mail.
- ✓ If you serve parents, send an email to your client network. Text for the e-mail is located on the [P-EBT communications page](#). Simply copy and paste.
- ✓ Post a social media graphic.
- ✓ Download flyers from the [P-EBT communications page](#) and circulate to your clients.

Week of March 15:

- ✓ Post a blog on your website. Text for the blog is located on the [P-EBT communications page](#). Simply copy and paste. Use a graphic with your blog.
- ✓ Share two social media graphics.
- ✓ Send another email to your network/parents.

Week of March 22:

- ✓ Send a text to your network/parents, if you have this capability. Otherwise, send a third e-mail.
- ✓ Share two social media graphics.

Phase 1 Communications Schedule for School Districts.

All Communications materials can be found at hungerfreenj.org/pebt-communications. It is important for school districts to identify someone who can field calls/questions about P-EBT.

Week of March 1:

- ✓ Share two social media graphics on your district pages. Simply go to hungerfreenj.com/pebt-communications and click Share. The graphic will automatically post to whichever social media platform(s) you choose. Add a message that includes a way for parents to get a school meals application or verify that their student's information is correct in your system.
- ✓ Post the school meals application graphic on your webpage with link to school meals application.
- ✓ Send an e-mail to parents. Text for the e-mail is located on the P-EBT communications page. Simply copy and paste, adding contact info, etc.

Week of March 8:

- ✓ Use the fillable flyer to send a message home with students (if classes are being held in person).
- ✓ Do a robo call and/or a text to parents.
- ✓ Post a social media graphic.

Week of March 15:

- ✓ Post a blog on your website. Text for the blog is located on the P-EBT communications page. Simply copy and paste. Use a graphic with your blog.
- ✓ Share two social media graphics.
- ✓ Send another e-mail to parents.

Week of March 22:

- ✓ Send a text or robo call to parents.
- ✓ Share two social media graphics.