



Pandemic EBT Statewide Communications Campaign April 2021

As the state prepares 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, has launched a statewide communications campaign to inform parents and other caregivers about P-EBT and ensure they take steps to make sure their children receive this important benefit once it becomes available.

(Note: At this point, no date has been specified for the release of these benefits).

You can help spread the word!

We have created easy to use materials – shareable graphics, flyers, messages and more that you can find at [Hungerfreenj.org/pebt-communications](https://hungerfreenj.org/pebt-communications).

Here are some ways you can share:

- ✓ Share 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 e-mail 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.

- ✓ Send an e-mail 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 e-mail to your client network. Text for the e-mail is located on the [P-EBT communications page](#). Simply copy and paste.
- ✓ Download flyers from the [P-EBT communications page](#) and circulate to your clients.
- ✓ 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.
- ✓ Send a text to your network/parents, if you have this capability.

School Districts Have Important Role to Play

It is important for school districts to inform parents about this benefit, encourage them to complete school meal applications and to update their address and other information that may have changed.

School officials should:

- ✓ Share social media graphics on district pages. Simply go to hungerfreenj.com/pebt-communications and click Share.
- ✓ 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.
- ✓ Use the fillable flyer to send a message home with students (if classes are being held in person).
- ✓ Do robo calls and/or text to parents.
- ✓ Post a blog on the district website. Text for the blog is located on the [P-EBT communications page](#). Simply copy and paste. Use a graphic with your blog.

Remember, repetition is key. Share a social media graphic every week. Send follow-up emails. Update your blog on your website. Keep spreading the word!

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