**Summary**

**[Your organization name]** will leverage county communications channels, partner organizations and community networks to increase awareness of the FCC’s Emergency Broadband Benefit. Enrollment started May 12, and tens of thousands of King County residents qualify for the benefit.

Working from eligibility criteria and a brand developed by the FCC, King County is creating outreach materials in digital and print formats to increase awareness of the Emergency Broadband Benefit.

In addition, **[your organization name]** will work with other stakeholders (King County, King County Library System, WATOA, Office of Superintendent of Public Instruction, et al) to share relevant partner messages with our audience through social media and other digital channels.

**Objective**

Our role is to increase regional awareness about the Emergency Broadband Benefit, connect residents with locally available resources, and increase participation in the program among King County residents.

**Key Messages**

* The FCC has launched a temporary program to help families struggling to afford Internet service during the pandemic. Consumers can sign up starting May 12.
* Many people qualify — even those who do not traditionally qualify for public assistance programs.
* The Emergency Broadband Benefit provides a discount of up to $50 per month toward broadband service for eligible households and up to $75 per month for households on qualifying Tribal lands.
* Qualified applicants can also receive a onetime discount of up to $100 to purchase a laptop, desktop computer, or tablet from participating providers.
* Eligible households can enroll through a participating broadband provider or with the Universal Service Administrative Company.

**Timeline**

**[Add organization-specific additional project milestones and deadlines as needed.]**

* May 12, 2021: FCC opens enrollment in the Emergency Broadband Benefit.
* May 20, 2021: Emergency Broadband Benefit enrollment surpasses 1 million households nationwide.
* June 7, 2021: Emergency Broadband Benefit enrollment surpasses 2 million households nationwide.