

Lifeline Program – Consumer Advocate Toolkit

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Where to Download Toolkit Resources

The following guide refers to several resources that are available as downloadable pdf files. You can find these resources at: lifelinesupport.org/community-education.

Background

The Lifeline program is a Federal Communications Commission (FCC) program that provides a monthly discount on phone and internet service for qualifying low-income households.

If a household is eligible, they can receive:

- Up to \$9.25/month discount on service
- Up to \$34.25/month discount for consumers living on qualifying Tribal lands¹

Only one monthly service discount is allowed per household.

Purpose

The purpose of this toolkit is to provide consumer advocates with resources to help educate consumers about the program and how to apply. To encourage and assist consumer outreach, USAC has created resources in this toolkit that organizations can use instead of creating outreach from scratch.

Consumer advocacy groups, social service agencies, and other organizations that support low-income consumers are welcome to print and distribute any or all of the toolkit's resources in their communities. We encourage any necessary translation of these resources in order to share them beyond English-speaking communities.

A primary goal of consumer outreach should be to direct potential participants to the Lifeline program's consumer information website: LifelineSupport.org. We encourage consumer advocates to utilize the content referenced below for any Lifeline-related outreach. If advocates would prefer to create their own materials, they should include a link to LifelineSupport.org

¹ The definition of "Eligible resident of Tribal lands" for purposes of the Lifeline program can be found at [47 CFR §54.400\(e\)](#)

Flyers

Download pdf files for Lifeline's 1-page flyers at: lifelinesupport.org/community-education/

Print or electronically distribute the handouts below in your community.

- [How to Apply \(English\)](#)
- [How to Apply \(Spanish\)](#)
- [Manage Your Benefit \(English\)](#)
- [Manage Your Benefit \(Spanish\)](#)
- [Tribal Flyer](#)

Social Media

Use the sample social media messages below to increase awareness about the Lifeline program. We encourage you to adapt the language to your organization's tone and audience as appropriate.

Note: While USAC does not have social media accounts, please be sure that you have tagged the FCC correctly on [Facebook](#), [Twitter](#), or [Instagram](#).

Sample Language:

The Lifeline program is an @FCC program that provides discounts on phone or internet service for qualified households.

Visit LifelineSupport.org to learn more about the discounts, eligibility, and how to apply.

You might qualify for an @FCC program that offers discounts of up to a \$9.25 per month off your phone or internet service. An enhanced Tribal benefit is also available.

See if you're eligible at LifelineSupport.org.

Access to affordable phone and internet service is a vital resource to make sure you can stay connected to loved ones, healthcare, and workforce opportunities. The Lifeline program is an @FCC program that helps increase access to these services by offering a monthly discount of up to \$9.25 off your phone or internet service.

Visit LifelineSupport.org to learn more about how to get Lifeline.

You, a family member, or friend may be eligible for a discount off your monthly phone or Internet service. Learn more about the Lifeline program at LifelineSupport.org.

Newsletter Article or Blog Post

Educate your audience about the Lifeline program with an informational article, blog post, or e-blast.

Title: Get Discounted Phone or Internet Service with Lifeline

Access to affordable voice and internet service is vital to stay connected in today's world. People need these services to connect with healthcare providers, potential employers, educational programs, and loved ones. Affordable service remains a challenge for many low-income consumers. The federal Lifeline program helps close the gap for these consumers by offering a monthly discount of up to \$9.25, or up to \$34.25 for those on Tribal lands, towards a qualified household's phone or internet service. A household is a group of people who share income and expenses. Consumers who live with another person already receiving the Lifeline benefit may still be eligible for the discount if they do not share income and expenses with that person.

Households with income at or below 135% of the federal poverty guidelines are eligible for the Lifeline program. Consumers enrolled in a government assistance program, such as Supplemental Nutrition Assistance Program (SNAP), Medicaid, Federal Public Housing, Veterans Pension or Survivor's Benefit may qualify for Lifeline as well.

Consumers have several options to apply. They may visit a [Lifeline phone or internet company](#) in their area. Consumers also have the option to submit an [online application](#) or mail in a [paper application](#) to the Lifeline Support Center.

USAC's Lifeline Support Center serves as a resource for prospective and current Lifeline participants. Consumers may submit questions via email to LifelineSupport@usac.org, or by calling (800) 234-9473. More information is available on our website www.LifelineSupport.org.

The Lifeline Program is one of four programs administered by the Universal Service Administrative Company (USAC), under the policy guidance of the Federal Communications Commission (FCC).

Radio or Public Service Announcement

Educate your audience about the Lifeline program with a radio ad or public service announcement.

Title: Public Service Announcement; low-income consumers may qualify for a federal discount on phone and internet service.

30 Seconds - 71 Words

Have you heard about the federal Lifeline Program? Lifeline lowers the cost of phone or internet service. Eligible consumers can get up to nine dollars and twenty-five cents off the cost of phone, internet, or bundled services.

You may be eligible to get Lifeline based on your income or participation in a government assistance program, such as SNAP or Medicaid.

Visit Lifeline Support [dot] org for more information or call 800-234-9473.

One minute - About 135 Words

Have you heard of Lifeline? Lifeline is a federal program that provides up to nine dollars and twenty-five cents off the cost of phone or Internet service every month for qualifying consumers.

We at [enter radio station or organization] believe access to affordable phone and Internet service is vital for the people we serve. Lifeline can help you stay connected to family, healthcare, and jobs.

Here is what you need to know about the program:

- Qualify by showing you participate in certain federal assistance programs, such as SNAP or Medicaid.
- You can apply online at CheckLifeline.org, by mailing a paper application form, or with the help of a participating company either in-person or through the company's website, if they make that option available.

Visit [Lifeline Support \[dot\] org](http://LifelineSupport.org) for more information or call 800-234-9473.

Additional Resources

- Download the [Tribal Toolkit](#) for a compilation of educational resources about the Lifeline program for Tribal consumers.
- Download the [state Public Utility Commission \(PUC\) brochure](#) for consumer information about the program's eligibility criteria, the application process, and Lifeline's contact information. State PUCs may add their contact information, availability, and logo to the first page of the brochure, as well as any relevant state-specific information to the last page, so that consumers in their state can reach the PUC with state-specific questions.

Submit Feedback

If you are interested in speaking with the Lifeline team about recommendations for increasing awareness about the Lifeline program, we would like to hear from you. Email us at LifelineProgram@usac.org with the subject: "Connect Me with the Communications Team at Lifeline."