



## **Pandemic EBT (P-EBT) Communications Toolkit**

FRAC has created this toolkit to help states, school districts, and community partners communicate with families about Pandemic-EBT (P-EBT), an important benefit available to families with students who would have received free or reduced-price meals if schools were open. States, school districts, and community organizations can do on-site outreach to families receiving emergency meals with flyers, and do P-EBT outreach to families through mass communication channels, such as social media, email, or text/SMS. We encourage partners to customize these templates to help spread the word about P-EBT to make sure eligible families receive these benefits.

- I. Sample Text for Website**
- II. Sample Q&A**
- III. Sample Letter to Parents or Guardians re: P-EBT**
- IV. Sample Robocall and Robotext Scripts for School Districts**
- V. Sample Social Media**

### **I. Sample Text for Website**

#### **Information for Participants**

**Pandemic Electronic Benefit Transfer (P-EBT)** provides nutrition benefits to families who have lost access to free or reduced-price school meals because schools are closed. Eligible students and families will receive money on a new or existing EBT card to help fill the school meals gap. The average benefit will be \$5.70/day per student, retroactive to when school initially closed. Families can get both P-EBT and “grab and go” meals from schools and community organizations that schools are serving during the pandemic.

The P-EBT card works like a debit card to purchase food items anywhere EBT benefits are accepted. [Click here](#) for a list of what you can buy with P-EBT. [Click here](#) to find a list of EBT retailers.

*Using P-EBT benefits does not impact you or your child’s immigration status. The public charge rule does not apply to P-EBT benefits.*

#### **SNAP Households**

If you receive SNAP, benefits will be added to your EBT card in the coming weeks.

#### **Non-SNAP Households**

##### **Option 1: States not collecting an application**

If you do not receive SNAP but your children received free and reduced-price meals during the school year, an EBT card will be sent in the mail to eligible students.

### **Option 2: States collecting an application**

If a family doesn't receive SNAP benefits but students received free and reduced-price meals during the school year, they need to apply for benefits by completing this application: [insert state link]

[Insert language on process for SNAP households] If you currently receive SNAP, participation in P-EBT does NOT affect any of your existing SNAP benefits.

[Insert language on process for Non-SNAP households]

*Sample text: You will receive a new P-EBT card in the mail sometime near XXXX. Benefits will be available on your card until XXXX.*

**Benefit Amount:** You will receive \$X/day, retroactive to [Insert date of school closure].

### **Example of P-EBT Card**

[Insert picture of state card]

If you have trouble selecting your PIN, please contact XXXXX at XXX-XXX-XXXX. To check your P-EBT balance, visit XXXX or call Customer Service toll free at XXXX.

## **II. Sample Q&A (States should adapt by inserting state-specific information)**

**Q:** What is P-EBT?

**A:** A new program that gives families with school children an EBT card to purchase food.

**Q:** Am I eligible for P-EBT?

**A:** You are eligible if your child would receive free or reduced-price school meals if schools were open. This includes a child who attends a school that offers free school meals to all students. Families who have lost a job or wages may now be eligible. If you're still not sure if you're eligible, please visit [state resource site] or call [state hotline].

**Q:** How much money will I receive?

**A:** You will receive about \$5.70 for each child, for each day that school is closed due to the pandemic. This adds up to \$114 per child for four weeks.

**Q:** How will I receive the benefit?

**A:** [State specific] Possible answer: If you have an existing EBT card that you use for SNAP benefits, your P-EBT benefits will be automatically added to that card. If you do not already have an EBT card, you will receive one in the mail.

**Q:** Is there an application process?

**A:** [State specific] Children who received free or reduced-price school meals are eligible to receive P-EBT. Families that already participate in SNAP do not need to apply. For households not participating in SNAP. If you have lost a job or wages, [insert information about application/platform for securing additional information]

**Q:** When will I receive the benefits?

**A:** [This will be very state-specific. States can insert estimated timeline].

**Q:** Will this affect my ability to receive other benefits?

**A:** No, it will not.

**Q:** Does this count against me under public charge?

**A:** No, it does not. Using P-EBT benefits does not impact you or your child's immigration status. The public charge rule does not apply to P-EBT benefits. Even though P-EBT uses the same type of card as SNAP, Pandemic EBT is NOT SNAP benefits and is not considered in a public charge test.

**Q:** How long will I receive these benefits for?

**A:** [Insert state-specific answer]

**Q:** Does P-EBT replace grab and go meal sites?

**A:** No. P-EBT benefits supplement grab and go student meal sites. They do not replace them. You can find a meal site in your community through [USDA's Meals 4 Kids Site Finder](#).

**Q:** Will I receive benefits for the days my kids have been out of school already?

**A:** Yes, the benefits are retroactive to the average date schools closed in your state. [Insert state specific information].

**Q:** My household is newly eligible for SNAP and/or School Meals. Are we eligible to receive benefits?

**A:** Yes, for more information, go to [insert state agency website]

**Q:** My household is eligible but has not yet received P-EBT benefits. Where can we find more information?

**A:** [Insert state specific contact information]

### **III. Sample Letter to Parents or Guardians re: P-EBT**

Dear Parent or Guardian,

[add the graphic here at the top]

We hope you are staying safe and healthy. Since XXXX schools are closed in [district/town/county], and your child isn't receiving free school breakfast or lunch, you are/may be eligible for a resource called Pandemic-EBT (P-EBT). Eligible students and families will receive money on a new or existing EBT card to help fill the school meals gap. The average benefit will be \$5.70/day per student, retroactive to when school initially closed. You can still receive "grab and go" meals from school during the pandemic.

[Insert language re: distribution process]

To learn more, please see these [link to state resource page or <https://frac.org/pebt>].

Sincerely,

#### **IV. Sample Robocall and Text Scripts**

Hello. You may be eligible to receive P-EBT to help feed your child since school is closed. You could receive \$5.70/day on a P-EBT card to purchase food at stores that accept EBT.

\*If there is an application in your state, add this line: To apply for a P-EBT card, please call [insert phone number] or visit [link].

You may be eligible to receive P-EBT, the replacement for school meals, to receive approximately \$5.70/day to help buy groceries while school is closed. Call [insert phone number], text [phone number, if this is an option] or visit [link].

#### **V. Sample Social Media Messages**

##### **For states that have an application:**

##### **Twitter:**

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card that you can use to purchase food. Apply here today: [link to application for your state]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed. Apply here today: [link to application for your state]

##### **Facebook:**

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card with approximately \$[Insert state amount]/week that you can use to purchase food at stores that take EBT. Apply here today: [link to application for your state]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed and fill the gap of those missing meals. Apply here today: [link to application for your state]

**For states that have no application:**

**Twitter:**

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card that you can use to purchase food. Learn more here: [link to state resource page or <https://frac.org/pebt>]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed. Learn more here: [link to state resource page or <https://frac.org/pebt>]

**Facebook:**

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card with approximately [insert state specific information] that you can use to purchase food at stores that take EBT. Learn more here: [link to state resource page or <https://frac.org/pebt>]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed and fill the gap of those missing meals. Learn more here: [link to state resource page or <https://frac.org/pebt>]

**Additional Resources:**

[FRAC's P-EBT Communications Resources Shared Drive \(includes sample outreach materials\)](#)

[FRAC's P-EBT webpage](#)

*If you have any questions about P-EBT, please reach out to Etienne Melcher Philbin, [emelcher@frac.org](mailto:emelcher@frac.org)*