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**AT&T “Digital Divide” Grant Program:**

**Communications Toolkit for Consortium Grant Recipients**

**NAME AND LOGO USAGE**

A reminder, though this funding is being facilitated by the Consortium, the AT&T Foundation is the source of the funding. Please acknowledge them in your communications at the appropriate level just as you would a donor who gives directly to your education foundation.

Please use “AT&T Foundation” for all first references in your communications and “AT&T”.

Please use the following logo in all your communications (website, annual reports, social media, etc.) when referencing the funding:



**NEWSLETTER**

**NAME OF LOCAL EDUCATION FOUNDATION Receives $$$ to… Bridge the Digital Divide for Students**

*(Local photo of STEM programming in action)*

As part of a $100,000 grant from AT&T statewide, we have received $$$ to address the digital divide across Florida.BRIEF DESCRIPTION OF LOCALIZED INFORMATION ABOUT YOUR PROJECT – CAN INCLUDE MAIN GOALS, TIMELINE, ETC. Learn more about our work to support teachers/STEM education here (link to website).

**LOCAL PRESS RELEASE**

**For immediate release DATE:**

**For more information contact:**

**Local Executive Director Name XXX/XXX-XXXX**

**Mary Chance 352-338-0250 or** **marychance@cfef.net**

**Local Education Foundation Name Collaborates with AT&T to**

**Bridge the Digital Divide for Florida’s Students**

**CITY, Florida** – Students in [Insert County Name] will benefit from a statewide investment by AT&T this year, an initiative that seeks to address the digital divide across Florida. This strategic effort, in collaboration with the Consortium of Florida Education Foundations (Consortium) is focused on enhancing digital literacy and ensuring equitable access to technology for students, particularly in underserved communities.

The NAME OF LEF is one of nine education foundations statewide that was selected by the Consortium for a local initiative funded by AT&T.

One or two paragraphs of localized information about your project goes here, including:

Project Title

Who, What, When, Where, Why?

Timeline of project

Quote from Participant(s)

Were there any additional partners involved?

Include photo if possible

“Our collaboration with the Consortium over the past 14 years has been a journey of making tangible differences in the lives of Florida’s students,” commented Joe York, President of AT&T Florida. “This year, as we focus on addressing the digital divide, our goal is to not only connect students to technology but also empower them with the skills to navigate and succeed in a digital world.”

**About Philanthropy & Social Innovation at AT&T**

We’re committed to advancing education, creating opportunities, strengthening communities, and improving lives. As part of our companywide commitment to address the digital divide, we launched AT&T Connected Learning® to invest in connectivity and technology, digital literacy, and education solutions to help today’s learners succeed inside and outside of the classroom. Since 2008 we’ve committed to programs that help millions of students across all 50 states, Washington D.C and around the world, particularly those in underserved communities.

**About the Consortium of Florida Education Foundations:**

The Consortium is the membership organization for Florida’s school district-wide local education foundations. Established in 1987, the Consortium connects individuals, organizations, and financial resources to build the capacity and effectiveness of Florida’s local education foundations. Together, Consortium members raise more than $83 million annually for a variety of locally driven initiatives and are led by 1,200 board members, 80% of whom are local business and community leaders working in partnership with school district leaders. The Consortium manages the nation’s only 1:1 legislative match for education foundation initiatives and a variety of privately funded grant programs. To learn more about the Consortium or connect with any member local education foundation, visit <https://educationfoundationsfl.org>

**SOCIAL MEDIA POSTS**

Don’t forget to tag AT&T in your posts using the following handles so we can share:

**Facebook:** @ATT and @educationfoundationsfl

**Instagram:** @ATT and @educationfoundationsfl

**Ready-To-Go Social Media Messaging and Templates**

* **Messaging:** Use the following messages on Facebook, LinkedIn, and Instagram to highlight the grant on your social media channels. When possible, include a graphic or photo.
* **Graphics:** Use candid photos showcasing the work with students and families

**Facebook & Instagram:**

🌟 Exciting News! 🌟

We're thrilled to announce our collaboration with @ATT and the @educationfoundationsfl to decrease the digital divide for students in Florida! 🌐

This initiative aims to enhance digital literacy and provide equitable access to technology, especially in underserved communities. We're proud to be one of the six education foundations selected for this vital project. Together, we're committed to empowering our students for a brighter, tech-savvy future! 💻✨

@ATT and @educationfoundationsfl

🎉 Game Changer! 🎉

In partnership with @ATT and the @educationfoundationsfl.org, we're taking significant strides to close the digital divide in Florida's education. 🌐

Our students deserve every opportunity to succeed in a digital world. That's why we're focusing on digital literacy and tech accessibility. Thanks to AT&T's commitment, we're not just connecting students to technology but empowering them with essential skills. Let's make digital learning accessible to all! 🌍💡

A parent participant from St. Lucie County last year wrote, “*Online resources were made clear as a bell…I can now communicate with my child’s teacher using multiple ways, Skyward/Class Dojo and Remind. This is a game changer!*

@ATT and @educationfoundationsfl

**LinkedIn:**

🔗 New Partnership Alert! 🔗

We're proud to join forces with @AT&T and the @Consortium of Florida Education Foundations in a strategic effort to bridge the digital divide for students in our state. It's an honor to be among the six selected education foundations to drive this initiative, enhancing digital literacy and ensuring equitable tech access. Together, we're shaping a brighter future for our students in the digital age.

🌐 Decreasing the Digital Divide 🌐

In a significant collaboration with @AT&T and the @Consortium of Florida Education Foundations, we're dedicated to addressing the digital divide in Florida. This initiative represents a commitment to not only connect students to technology but also to empower them with digital literacy skills. We're excited to be part of this transformative project and look forward to the positive impact on our students.

@ATT and @educationfoundationsfl

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**Statewide press release (similar to earlier one, with slightly updated information)**

**Consortium of Florida Education Foundations and AT&T are Decreasing the Digital Divide**

**Gainesville, Florida** – For fifteen years, The Consortium of Florida Education Foundations and AT&T have collaborated to foster educational advancement across Florida. This year, the partnership focuses on decreasing the digital divide to enhance parent and student digital literacy—to improve access to modern technology and support safe and confident use of the internet, social media, and school-based technology.

Recognizing the importance of not only providing devices and broadband access but also emphasizing digital literacy and ongoing support, this year's initiative is designed to equip students and families with the necessary skills and knowledge for successful online learning.

A parent participant from St. Lucie County last year wrote, “*Online resources were made clear as a bell…I can now communicate with my child’s teacher using multiple ways, Skyward/Class Dojo and Remind. This is a game changer! "*

Nine separate projects, spearheaded by local education foundations through the Consortium, will be rolled out across counties in Florida. These projects are tailored to address the unique challenges and needs of each community, ensuring a meaningful and lasting impact on students’ educational experiences.

[INSERT LOCAL IMPACT IF DESIRED. Locally, the project will focus on (increasing comfort with technology at an early age, informing parents about school progress apps, equipping high school seniors with knowledge of safety and digital security, etc.) and is anticipated to help X number of student and Y number parents. ]

“Our collaboration with the Consortium over the past 15 years has been a journey of making tangible differences in the lives of Florida’s students,” commented Joe York, President of AT&T Florida. “This year, as we focus on addressing the digital divide, our goal is to not only connect students to technology but also empower them with the skills to navigate and succeed in a digital world.”

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