

Appendix B2. Intervention Outreach Materials

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Colorado

Text Messages

Message 1: Mere exposure

Initial outreach message to Groups 1-4.

Hi [NAME]! I'm [NAME] with [COUNTY NAME] County's Employment First Program. I'm here to help you enroll in Employment First, a program supported through your SNAP benefits that can help you find a job or enroll in training to help you get the job you want. We can support a flexible schedule that works best for you. You can also get help with the costs of transportation, work or training supplies, and rent as you participate in the program. Lots of people like you have enrolled in our services and received well-paying jobs. We are holding a spot for you!

Reply YES to receive a call to learn more and enroll today or STOP to stop receiving messages

If STOP:

NETWORK MSG: You replied with the word "stop" which blocks all texts sent from this number. Text back "unstop" or "start" to receive messages again.

If YES,

- ➔ Someone from Employment First in [COUNTY NAME] County will call you shortly! Be on the lookout for a call from area code [XXX].

If NO RESPONSE:

- ➔ Client receives message 2.

Message 2: Endowment

Second outreach message to Groups 1-4.

[NAME], you are entitled to free services supported by your SNAP benefits to help you find a job or enroll in training to help you get the job you want. We can help with the costs of transportation, rent, and other work or training supplies, and support a flexible schedule that works best for you. Your spot in Employment First is waiting for you!

Reply YES to receive a call to learn more and enroll today!

If YES,

- ➔ Someone from Employment First in [COUNTY NAME] County will call you shortly! Be on the lookout for a call from area code [XXX].

If NO RESPONSE:

No further message for Groups 2-4.

- ➔ *If no response from Group 1, client receives message 3.*

Public Burden Statement

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OMB Control Number: 0584-XXXX
Expiration Date: XX/XX/XXXX

Message 3: Loss aversion

Third outreach message to Group 1 only.

[NAME], don't miss your chance to get free services to help you find a job, enroll in training, and help with the costs of transportation, rent, and other work and training supplies offered through your SNAP benefits! By signing up for food benefits, you have already started on the path to finding a long-term career. Take advantage of these free services on a flexible schedule that works for you!

Reply YES to receive a call to learn more and enroll today or STOP to stop receiving messages

If NO RESPONSE,

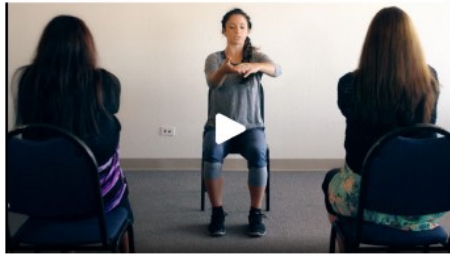
No further messages.

Email



YOUR SPOT IS WAITING!

ACHIEVE YOUR CAREER GOALS WITH CAREER COACHING
& SUPPORT WITH TRANSPORTATION AND WORK ITEMS



Interested? Click [here](#) to receive a call from us to learn more
Or call 555-555-5555 to enroll
Visit [BITLY.URL](#) to learn more



COLORADO DEPARTMENT OF HUMAN SERVICES

Postcard (front and back)

SNAP EMPLOYMENT FIRST



ACHIEVE YOUR CAREER GOALS WITH CAREER COACHING
& SUPPORT WITH TRANSPORTATION AND WORK ITEMS

YOUR SPOT IS WAITING!

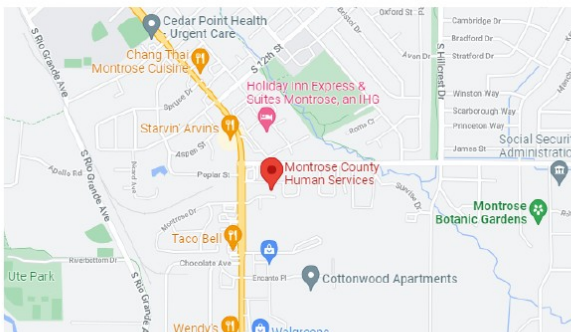
Call 555-555-5555 to enroll

Visit us at 1845 S Townsend Ave, Montrose, CO 81401



COLORADO DEPARTMENT OF HUMAN SERVICES

Visit us to claim your spot in
Employment First!



Employment First

Montrose County Human Services
1845 S Townsend Ave, Montrose, CO 81401



COLORADO DEPARTMENT OF HUMAN SERVICES

Ms. Jane Doe
111 W 1st St
Montrose, CO 11111

Connecticut

Text message

[Student NAME], this is [Coach/Coordinator NAME], your [SNAP Coach or SNAP Coordinator]. By meeting with me to discuss resources and services you need, you have already started on the path to success at [Name of college]. Take the next step toward meeting your goals by reaching out to [Referral Partner]. Contact [them or contact person name] at [telephone/email] or visit them at [physical address] to start getting the support we discussed!

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District of Columbia

Text message option #1: Reminders and exposure

Hi [NAME], this is [NAME] from [ORG.]. Your next case management appointment is at [XX:XX] on [DAY].

Text message option #2: Hassle factors

Hi [NAME], we know you recently began a new job. Did you know you are now eligible for transportation assistance and other benefits to help you keep your job?

Text message option #3: Endowed progress

Hi [NAME], congratulations on your new job. This is the first step toward a better career. Your case manager is here to help you keep your job and move forward in your career.

Text message option #4: Present bias

[NAME], now that you're settled in your job, it is time to start thinking about your future. We can still help you in your next level of growth, to work on skills to help you move up and earn more.

Text message option #5: Hassle factors

Hi [NAME], this is [NAME] from [ORG.]. Did you know SNAP E&T can provide you with transportation, childcare, and other support to help make it easier to make it to meetings with your case manager?

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Kansas

Text: Reminders

- Hi [NAME] this is [NAME], your Career Navigator from [KS DCF]. Your [first/next] appointment for the food assistance Employment & Training program is at [XX:XX] on [DAY].

Text: Continued engagement nudges

- Hi [NAME], it was great seeing you during our appointment on [DAY]. By participating in food assistance Employment & Training, you are already on the path to finding a long-term career. As your Career Navigator, I'm here to help you along the way. If you need anything, give me a call at [NUMBER].
- Hi [NAME], this is [NAME] from [KS DCF]. Did you know our food assistance Employment & Training program can provide you with transportation and funds to help buy interview and work clothing so that you're ready for the first day of work? Give me a call at [NUMBER].
- [Name], it's been a couple weeks since our first meeting. Great work sticking with this program! Have you thought about your goals for a future career? We offer trainings where you can build new skills, and we can help you find new job opportunities! Give me a call at [NUMBER] if you want to learn more.
- Congrats, [NAME] on getting your new job! Your hard work is paying off and working at this job also makes sure you can continue to qualify for food assistance benefits. Keep up the good work and please let us know if we can help! We are here to support you. Give me a call at [NUMBER].
- Hi [NAME], this is [NAME] from the food assistance Employment & Training program and we are proud of you for continuing to work at your new job! We're checking in to see if you need anything that could help you with keeping your job. We still offer supports including transportation, clothes, or other supplies you need for work. Give me a call at [NUMBER] if you want to talk.

Text: Disengaged nudges

- Hi [NAME] – We haven't seen you lately and we noticed that you are about to lose your food assistance benefits. Don't worry, we can help! Come back to the E&T program and we can help you meet your SNAP work requirements. Call [CN NAME] at [NUMBER] to reschedule our meeting over the phone or in-person.
- Hi [NAME] – this is a reminder that your food assistance benefits will end in 2 weeks if you do not meet your food benefits work requirements. You can make sure to keep your benefits by reaching out to your Career Navigator. Call [CN NAME] at [NUMBER] to schedule a meeting over the phone or in-person.
- Hi [NAME] – We saw that you didn't [attend meeting/start workshop/start job]. We want to make sure you know that you could lose your food assistance benefits if you don't meet your work requirements. Don't worry, we can help! Come back to the food

assistance Employment & Training program and we can help you get back on track. Call
[CN NAME] at [NUMBER] to reschedule [X].



Massachusetts

Text message option #1: Endowment

Hi [NAME], since you signed up for food benefits, you have access to free help with employment and training! Text YES to receive information about how to enroll. Your spot is waiting for you!

Text message option #2: Mere exposure

Hi [NAME]. Did you know you are eligible to enroll in free employment and training services to help you advance your career as part of your food benefits? It's true! Respond YES to learn more.

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Minnesota-Rural

Text message 1: Mere exposure

Hi [NAME], because you're on SNAP, [PROVIDER] can help you reach your employment and training goals. Call XXX-XXX-XXXX today to learn about SNAP E&T.

Text message 2: Endowed progress

Hi [NAME] - Since you're on SNAP, you're one step away from employment and training support from our team! Call XXX-XXX-XXXX today to learn about SNAP E&T services.

Text message 3: Endowment

Hi [NAME], your spot in our highly rated SNAP E&T program is waiting for you! Call XXX-XXX-XXXX to get employment and training support from [PROVIDER].

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Minnesota-Hennepin

Text message 1: Mere exposure

Hi [NAME]. I'm [NAME] with SNAP E&T at Hennepin County. I'm here to help you enroll in employment and training as part of your food benefits. Call XXX-XXX-XXXX to learn more.

Text message 2: Endowed progress

Hi [NAME]. Since you're already getting food benefits, you're on your way to getting job training! Call the SNAP E&T team today at XXX-XXX-XXXX. Your spot is waiting for you!

Text message 3: Loss aversion

Hi [NAME]. I saw that you are about to lose your food benefits. I can help you keep them by enrolling you in an employment and training program. Call the SNAP E&T team today at 999-999-9999.

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Rhode Island

ABAWDs and Work Registrants Text/Email: Endowment

Hi [NAME]! It's [NAME], from Rhode Island DHS. Did you know that as part of your SNAP benefits you are eligible for free education and training and/or job search support? If you participate, you may be able to get help paying for things like transportation, childcare, or other items. Reply Y and we will call you to get started. [or "Visit [web address] to learn more about these exciting opportunities."] Reply STOP to stop receiving messages about employment and training.

Work Registrants Text/Email: Endowment

Hi [NAME]! It's [NAME], from Rhode Island DHS. Just a reminder that as part of your SNAP benefits you are eligible for free training. You could be eligible for all kinds of training, including for a job as a [nursing assistant, truck driver, or machinist.] Reply Y and we will call you to help you get started on a new career today. [or "Visit [web address] to learn more about training opportunities."] Reply STOP to stop receiving messages about employment and training.

ABAWDs Text/Email: Loss aversion

Hi [NAME]! It's [NAME], from Rhode Island DHS. Did you know your ABAWD grace period is running out? Don't worry, I can help! I can enroll you in an employment and training program, so you meet your work requirements and keep your SNAP benefits. The program offers free services to help you find a job or start education/training. We also have supports you need for your employment journey! Reply Y today and we will call you to share more information! [or Visit [web address] to get started.] Reply STOP to stop receiving messages about employment and training.

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