

## **Appendix B2. Intervention Outreach Materials**

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## Colorado

### *Text Messages*

#### **Message 1: Mere exposure – Non ABAWD**

*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

#### **Message 1: Mere exposure – ABAWD**

Hi [NAME]! I'm [NAME] with [COUNTY NAME] County's Employment First Program. There are rules about SNAP benefits that [will come into effect soon/are in effect] that may require you to have a job or enroll in training to keep getting your SNAP benefits. Luckily our program offers free help to find a job or get training for a job so you can follow these rules and keep your SNAP benefits.

We understand that you might need a flexible schedule that works for you, and we can support that. We can also help you with the costs of transportation, work or training supplies, and rent while you're in the program. Lots of people like you have enrolled in our services and found 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.

#### **Public Burden Statement**

This information is being collected to assist the Food and Nutrition Service in evaluating operational improvements in Supplemental Nutrition Assistance Program (SNAP) Employment and Training (E&T) programs that aim to improve delivery of services and program outcomes. This is a voluntary collection and FNS will use the information to assess the effectiveness of changes made to the SNAP E&T program. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-[xxxx]. The time required to complete this information collection is estimated to average 1 minute (0.0167 hours) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

## Message 2: Endowment – Non-ABAWD

*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!

## Message 2: Endowment –ABAWD

*Second outreach message to Groups 1-4.*

[NAME], you may be close to losing your SNAP benefits because of changes to the current work rules. I can help you keep your benefits by enrolling you in free services 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.*

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### **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

#### ***Third outreach message to all ABAWDS regardless of Group***

[NAME], don't miss your chance to get free services that will help you keep your SNAP benefits. You are entitled to a spot in Employment First to help you find a job, enroll in training, and help with the costs of transportation, rent, and other work and training supplies! By signing up for SNAP, 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 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 messages.*

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Email for non-ABAWDs in Broomfield, Larimer and Montrose counties



## YOUR SPOT IS WAITING!

FIND AND KEEP A WELL-PAYING JOB WITH CAREER  
COACHING & SUPPORT WITH TRANSPORTATION AND  
WORK ITEMS



Interested? Reply YES to this email to receive a call from us to  
learn more and get started  
Visit [BITLY.URL](#) to learn more



COLORADO DEPARTMENT OF HUMAN SERVICES

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Email for non-ABAWDs in Denver County



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## YOUR SPOT IS WAITING!

WE CAN HELP YOU MEET YOUR WORK REQUIREMENTS TO  
KEEP YOUR SNAP BENEFITS

FIND AND KEEP A WELL-PAYING JOB WITH CAREER  
COACHING & SUPPORT WITH TRANSPORTATION AND  
WORK ITEMS



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Email for ABAWDs in Denver County



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**Postcard (front and back)**

## SNAP EMPLOYMENT FIRST



WE CAN HELP YOU MEET YOUR WORK REQUIREMENTS TO  
KEEP YOUR SNAP BENEFITS

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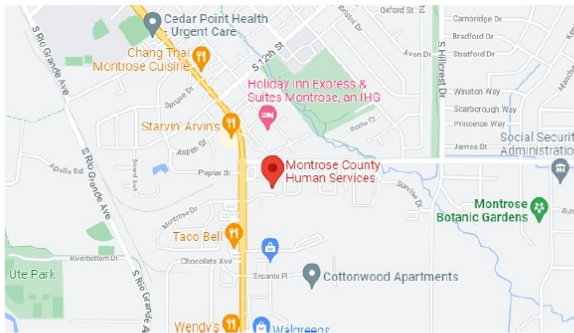
FIND AND KEEP A WELL-PAYING JOB WITH CAREER  
COACHING & SUPPORT WITH TRANSPORTATION AND  
WORK ITEMS

## 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



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

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*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!

## 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.

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**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].

**Public Burden Statement**

This information is being collected to assist the Food and Nutrition Service in evaluating operational improvements in Supplemental

## 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.

## Translated Messages

### Haitian Creole

Text message 1	Alo [NAME], paske ou te enskri pou avantaj manje, ou gen aksè ak èd gratis pou travay ak fòmasyon! Voye Tèks WI pou w resewva enfòmasyon sou fason pou w enskri. Plas ou la ap tann ou!
Text message 2	Alo [NAME]. Èske w te konnen ou kalifye pou w enskri nan sèvis travay ak fòmasyon gratis pou ede w avanse nan karyè w kòm yon pati nan avantaj manje ou yo? Se verite! Reponn WI pou aprann plis.

### Simplified Chinese

Text message 1	[NAME] 您好，感谢您注册了食品福利计划，您现在可以免费获得就业和培训方面的帮助。回复 YES 获取有关如何注册的信息。您的名额正在等待您！
Text message 2	[NAME] 您知道吗，您符合免费就业和培训服务的资格，可以帮助您作为食品福利计划的一部分来推进您的职业发展。这是真的！回复 YES 了解更多信息。

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Text message 1	Oi [NOME], desde que você se inscreveu nos benefícios de alimentação, você tem acesso a ajuda gratuita com emprego e treinamento! Responda SIM para receber informações sobre como se inscrever. Sua vaga está aguardando você!
Text message 2	Oi [NOME]. Você sabia que você está apto(a) à se inscrever nos serviços gratuitos de emprego e treinamento para ajudá-lo(a) a progredir em sua carreira como parte dos seus benefícios alimentares? É verdade! Responda SIM para saber mais.

### Spanish

Text message 1	Hola [NAME], como se inscribió para recibir beneficios alimentarios, ¡tiene acceso a ayuda gratuita para empleo y formación! Envíe SÍ por mensaje de texto para recibir información sobre cómo inscribirse. ¡Hay un lugar esperando por usted!
Text message 2	Hola [NAME]. ¿Sabía que como parte de sus beneficios alimentarios es elegible para inscribirse gratuitamente en los servicios de empleo y formación que le ayudarán a progresar profesionalmente? ¡Es así! Responda SÍ para obtener más información.

### Vietnamese

Text message 1	Xin chào [NAME], vì bạn đã đăng ký nhận phúc lợi thực phẩm, bạn có quyền truy cập để nhận trợ giúp việc làm và đào tạo miễn phí! Soạn tin nhắn CÓ để nhận thông tin về cách đăng ký tham gia. Chỗ của bạn đang chờ bạn!
Text message 2	Xin chào [NAME]. Bạn có biết bạn đủ điều kiện đăng ký tham gia các dịch vụ việc làm và đào tạo miễn phí nhằm giúp bạn thăng tiến trong nghề nghiệp như một phần của phúc lợi thực phẩm? Đó là sự thật! Phản hồi CÓ để tìm hiểu thêm.

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## Minnesota-Rural

### Text message 1: Mere exposure

This is the Department of Human Services. 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. If you do not want to receive messages, please reply with STOP.

### 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].

#### Public Burden Statement

This information is being collected to assist the Food and Nutrition Service in evaluating operational improvements in Supplemental Nutrition Assistance Program (SNAP) Employment and Training (E&T) programs that aim to improve delivery of services and program outcomes. This is a voluntary collection and FNS will use the information to assess the effectiveness of changes made to the SNAP E&T program. This collection does request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-[xxxx]. The time required to complete this information collection is estimated to average 1 minute (0.0167 hours) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

## Minnesota-Hennepin

	Group 1	Group 2
<b>Text message 1:</b> Mere exposure	HENN-Hi I'm Colleen with SNAP E&T. For help finding a job or getting training call XXX-XXX-XXXX	#1:HENN-Hi NAME. I'm Colleen with SNAP E&T  #2: HENN-I can help you find a job or get training. Call XXX-XXX-XXXX to learn about this exciting program!
<b>Text message 2:</b> Loss aversion and endowed progress effect	HENN- SNAP work rules are in effect soon but we provide help finding a job or training! Call XXX-XXX-XXXX now	#1: HENN-Hi NAME. SNAP work rules come back into effect soon, but getting SNAP qualifies you for free job search or training help  #2: HENN-Call us at XXX-XXX-XXXX. Your spot with us is waiting!
<b>Text message 3:</b> Loss aversion	HENN-You may soon lose SNAP. Enroll in our job program to keep your benefits. Call XXX-XXX-XXXX	#1-HENN-Hi NAME. You may be close to losing your SNAP  #2: HENN-I can help you keep your benefits by finding a job or getting training. Call XXX-XXX-XXXX today

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## Rhode Island

### Message #1 (Endowment Effect) for Work registrants and exempt ABAWDs

Hi [NAME]! This is the SNAP Employment & Training program at RI DHS. Did you know that as part of your SNAP benefits you are eligible for free education and training and/or job search support? Once you're enrolled in the program and participating, 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 <https://risnapet.org/snap-participants/> to learn more about these exciting opportunities.]* Reply STOP to stop receiving messages about employment and training.

### Message #2 (Endowment Effect) for Work registrants and exempt ABAWDs

Hi [NAME]! This is the SNAP Employment & Training program at RI 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 <https://risnapet.org/snap-participants/> to learn more about training opportunities.]* Reply STOP to stop receiving messages about employment and training.

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