Elected Officials Press Release

Sample Press Release to Outreach Partners

(Note to sender: Hand deliver to someone you know in the elected official's office if possible.)

Dear [Outreach Partner Title and Name]:

I am a resident of ( ___relevant city/district/region____) writing to ask for support of Digital Inclusion Week 2021

[You may have seen the article in our local paper regarding this effort which can be found here: …..]

This year’s DIW theme – Pathways to Digital Empowerment – recognizes that while broadband internet is a necessity today for educational and economic advancement, healthcare services and civic participation, fully [enter 2021 statistic] have either no or inadequate home internet service. This gap disproportionately impacts low-income, elderly, rural, tribal and disabled Americans. The pandemic brought these stark realities into public awareness and there is now an undeniable sense of urgency to identify and operationalize the Pathways to Digital Empowerment.

Digital Inclusion Week (DIW) 2021 is organized and sponsored by the National Digital Inclusion Alliance (NDIA), a community of digital inclusion practitioners and advocates working toward digital equity. #DIW2021 is an international online event from Monday, October 4, 2021 – Friday, October 8, 2021 that aims to raise awareness of resources and initiatives addressing home internet access, personal devices, digital literacy training and tech support. Active Digital Inclusion communities - rural, urban and suburban - will be highlighting Pathways to Digital Empowerment under #DigitalEquityNOW and #DIW2021.

We need your help to beat the last year’s outreach numbers! (No event was held in 2020 due to the pandemic.)

DIW2019 had:
- 1,267 posts by 785 users with 5,944 engagements.
- 50 registered events on the DIW19 webpage, hosted by 39 organizations.
• 15 non-registered events found on NDIA’s twitter feed.
• 2,417 DIW2019 web page views from May-October 202019.

Ways you and your outreach partners can participate in and promote Digital Inclusion Week:

• Use the attached graphic for outreach to social media.
• Take a photo with our [DIW20 placard] and post to social media
• Post to your social media outlets about the digital divide using #DIW2021 and #DigitalEquityNOW.
• Speak directly with the existing connections you have made in the Digital Inclusion space.
• Tap the person in the organization you are reaching out to who will be most proactive!
• Create a short video stating your support of digital inclusion in your community.

Sincerely,

[Insert Your Name Here]

Cindy’s Version: I am not sure where I uploaded this previously (I thought it was here) but this is what I had worked up and it was different enough that I just input it as a whole document.

Sample Press Release to Outreach Partners

(Note to sender: Hand deliver to someone you know in the elected official’s office if possible.)

Dear [Outreach Partner Title and Name]:

I am a resident of (___relevant city/district/region___) writing to ask for support of Digital Inclusion Week 2021.

[You may have seen the article in our local paper regarding this effort which can be found here: .....]
This year’s DIW theme – Pathways to Digital Empowerment – recognizes that while broadband internet is a necessity today for educational and economic advancement, healthcare services and civic participation, fully 19 million Americans - 6 percent of the population - still lack access to fixed broadband service at threshold speeds in their homes. This gap disproportionately impacts low-income, elderly, rural, tribal and disabled Americans. The pandemic brought these stark realities into public awareness and there is now an undeniable sense of urgency to identify and operationalize the Pathways to Digital Empowerment.

Digital Inclusion Week 2021 is an annual campaign that recognizes local digital inclusion organizations promoting digital equity across the country. It is sponsored by the National Digital Inclusion Alliance (NDIA), a community of digital inclusion practitioners and advocates working toward digital equity.

#DIW2021 will be held Monday, October 4, 2021 – Friday, October 8, 2021 to raise awareness of resources and initiatives addressing home internet access, personal devices, digital literacy training and tech support. Events across the country will be posted on THIS PAGE. Active Digital Inclusion communities - rural, urban and suburban - will be highlighting Pathways to Digital Empowerment under #DigitalEquityNOW and #DIW2021.

We need your help to beat last year’s outreach numbers!

DIW2020 had:
- 1,267 posts by 785 users with 5,944 engagements.
- 58 registered events on the DIW20 webpage.
- 15 non-registered events found on NDIA’s twitter feed.

Ways you and your outreach partners can participate in and promote Digital Inclusion Week:
- Use the [ attached graphic ] for outreach to social media.
- Take a photo with the attached [ DIW20 placard ] and post to social media.
• Post to social media outlets and official webpage about DIW using #DIW2021 and #DigitalEquityNOW.
• Create a short video stating support of digital inclusion in your community.

There is an undeniable sense of urgency to open Pathways to Digital Empowerment to include all Americans. The Time Is Now!

Sincerely,

[Insert Your Name Here]