

Newsletters & Parent Group Messages

HOW TO USE THIS RESOURCE: These are messages that can be used in newsletters, online parent group chats for Facebook pages to share important information about Alabama SUN Bucks with their networks and families.

Key Messages included in this resource:

- [Anytime / Main Message](#)
- Timed Messages:
 - [Spring](#)
 - [End of School Year](#)
 - [Over the Summer](#)
 - [Back to School](#)

Anytime / Main Message

Timing: Any time

Objective: Spread peer-to-peer awareness of Alabama SUN Bucks and how communities can help eligible families better understand the program and how to find out if they will be automatically enrolled or if they will need to apply.

Message Blurb:

Alabama SUN Bucks is returning this year to support families in our community. **Alabama SUN Bucks** provides a one-time payment of \$120 in extra grocery benefits for each eligible kid during the summer. Most eligible children are automatically enrolled through other programs they already participate in. But, some families will need to apply.

Help spread the word! Let families know it's easy to see if their child is eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck.

Learn more about **Alabama SUN Bucks** at alabama-sunbucks.com.


Spring Message


Timing: April - early May

Objectives: Spread awareness about Alabama SUN Bucks

Message Blurb:

Alabama SUN Bucks are back! Are you ready?

 **Alabama SUN Bucks** provides \$120 of extra grocery benefits to children (like yours!) over the summer, when kids aren't getting the meals they usually eat at school. It's a benefit that's designed to help families in **Alabama** who could use extra support buying food.

 **Most** eligible children are automatically enrolled in the program, but some will need to apply. It's quick and easy to check eligibility and apply! Visit alabama-sunbucks.com/EBTEligibilityCheck today.


End of School Year Message


Timing: May - Early June

Objectives: Spread awareness about Alabama SUN Bucks

Message Blurb:

When school is out, Alabama SUN Bucks is in!

 **Alabama SUN Bucks** provides \$120 of extra grocery benefits to children (like yours!) over the summer, when kids aren't getting the meals they usually eat at school.

 **If your child is approved for Alabama SUN Bucks,** benefits will be mailed to the address on file. Find out if your child is eligible and if you need to apply at alabama-sunbucks.com/EBTEligibilityCheck.

Over the Summer Message

Timing: June-August 15

Objectives: Remind families it's not too late to apply if they haven't received benefits, remind families that benefits expire, and cross-promote summer meals.

Message Blurb:


Don't miss out on Alabama SUN Bucks!


In **Alabama**, benefits are issued **as a one-time payment** of \$120 per eligible child, and most benefits will arrive between **May and July**.

If you haven't received **Alabama SUN Bucks** yet, there's still time!

 **Apply by August 15, 2026** to receive extra support to buy groceries this

summer for your kids! Find out if your child is eligible and how to apply at: alabama-sunbucks.com/EBTEligibilityCheck!

 **Don't forget!** **Alabama SUN Bucks** benefits expire after about 4 months. Any unused benefits left on the card will be removed and cannot be reissued. So why not pick up some healthy groceries while you're doing your back-to-school shopping?


 **Did you know that children who receive Alabama SUN Bucks can also receive free summer meals?** Visit <https://www.fns.usda.gov/summer/sitefinder> to find free summer meals near you!


Back to school Message

Timing: August 15 - October 2026

Objectives: At the end of summer, when families are attending back-to-school and meet-the-teacher events and getting ready for the new school year, remind families about Alabama SUN Bucks. Families that didn't receive benefits or are newly eligible because of a change in income can apply *up until* the 2026 deadline and will receive the full benefit amount (\$120 per child). This can also be a good opportunity to remind families to keep their card for next year (just in case!).

Message Blurb:

 Are your **Alabama SUN Bucks** benefits still on the shelf? **Alabama SUN Bucks** benefits expire about 4 months after they are issued, so why not pick up some healthy groceries while you're doing your back-to-school shopping?

 **Helpful tip:** Don't throw away your **Alabama SUN Bucks** cards. Keep your card just in case - you may be able to get your child's benefits loaded to the same card next year if they qualify again.