

Text message

HOW TO USE THIS RESOURCE: As with many safety net and child nutrition programs, texting can be a great way for partners to send reminders to families about Alabama SUN Bucks enrollment, drive them to online tools, and flag expungement dates.

Text Messages included in this resource:

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Anytime / Main Message

Timing: This message can be shared at any time.

Objectives: Share this message any time. It's designed to be shared by schools and other community partners to raise awareness of the Alabama SUN Bucks Program and promote how families can check eligibility or learn more about the program. This message may be particularly helpful for partners that are going to do one text/message about the program.

Text Message:

Alabama SUN Bucks provides \$120 in grocery benefits per eligible child. Most kids are auto enrolled but some need to apply. Check eligibility at alabama-sunbucks.com/EBTEligibilityCheck.

Timed Messages

Spring Message

Timing: April - early May

Objectives: Spread awareness about Alabama SUN Bucks and share links to any online tools or websites that help families better understand eligibility.

Text Message:

Sign up for \$120 in extra grocery support over the summer! Visit alabama-sunbucks.com/EBTEligibilityCheck to check Alabama SUN Bucks eligibility and if you need to apply.

End of School Message

Timing: May - early June

Objectives: Spread awareness about Alabama SUN Bucks and remind families how and when they should expect to receive benefits and who to contact with Qs.

Text Message:

Alabama SUN Bucks is arriving now! Benefits will be mailed to your address. Questions? Visit alabama-sunbucks.com

Over the Summer Messages

Timing: June - August 15, 2026

Objectives: Remind families it's not too late to apply if they haven't received benefits and promote summer meals.

Text Message - Application deadline:

Don't miss out on Alabama SUN Bucks! If your child hasn't received benefits yet, it's not too late! Apply at alabama-sunbucks.com by August 15, 2026.

Text Message - Summer Meals & Alabama SUN Bucks cross promotion:

Children who receive Alabama SUN Bucks can also get free summer meals. Use breakforaplate.com/summer-meals-site-finder to find free summer meals near you!

Back to School Message

Timing: August 15, 2026 - October 2026

Objectives: Remind families of benefit expiration, and to keep card for next year (if applicable).

Text Message - Reminder that Alabama SUN Bucks benefits will expire:

Alabama SUN Bucks benefits expire after about 4 months. Check your balance at 1-800-997-8888.

Text Message - Keep card for next year:

Keep your Alabama SUN Bucks card in a safe place! If your child qualifies again next summer, benefits may be loaded onto the same card.