

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. The intent is to give schools, community organizations, and other local partners turnkey messages that make it easy to help spread the word about Alabama SUN Bucks and prompt families to take any necessary action at specific times in order to receive benefits.

Key Messages included in this resource:

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 - [Spring](#)
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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.

English 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.

Spanish Message Blurb:

Alabama SUN Bucks regresa este año para apoyar a las familias de nuestra comunidad. Alabama SUN Bucks proporciona un pago único de \$120 en beneficios extra por cada niño elegible para la compra de alimentos durante el verano. La mayoría de los niños elegibles son inscritos automáticamente en SUN Bucks a través de otros programas en los que ya participan. Sin embargo, algunas familias deben aplicar.

¡Ayuda a correr la voz! Informa a las familias que es fácil ver si su hijo es elegible y aplicar en alabama-sunbucks.com/EBTEligibilityCheck.

Más información sobre Alabama SUN Bucks en alabama-sunbucks.com.


Spring Message


Timing: April - early May

Objectives: Spread awareness about Alabama SUN Bucks

English 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.

Spanish Message Blurb:

¡Vuelve Alabama SUN Bucks! ¿Estás listo?

 **Alabama SUN Bucks** ofrece \$120 extra en beneficios para comprar alimentos a niños (¡como los tuyos!) durante el verano, cuando no reciben las comidas que suelen comer en la escuela. Es un beneficio diseñado para ayudar a las familias de Alabama que podrían necesitar un apoyo extra comprando comida.

 **La mayoría** de los niños elegibles son inscritos automáticamente en el programa, aunque algunos deben aplicar. ¡Es rápido y fácil comprobar la elegibilidad y aplicar! Visita alabama-sunbucks.com/EBTEligibilityCheck hoy mismo.


End of School Year Message


Timing: May - Early June

Objectives: Spread awareness about Alabama SUN Bucks

English 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.

Spanish Message Blurb:

Cuando termina el año escolar, ¡**llega Alabama SUN Bucks!**

 **Alabama SUN Bucks** ofrece \$120 extra en beneficios para comprar alimentos a niños (¡como los tuyos!) durante el verano, cuando no reciben las comidas que suelen comer en la escuela.

 **Si tu hijo es aprobado para Alabama SUN Bucks**, los beneficios se envían por correo a la dirección registrada. Averigua si tu hijo es elegible y si necesitas aplicar en 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.


English 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.breakforaplate.com/summer-meals-site-finder/> to find free summer meals near you!

Spanish Message Blurb:


¡No te quedes sin Alabama SUN Bucks!

En Alabama, los beneficios se emiten como un pago único de \$120 por cada hijo elegible, y la mayoría de los beneficios llegarán entre mayo y julio.

Si aún no has recibido Alabama SUN Bucks, ¡aún hay tiempo!

 **¡Envía tu aplicación antes del 15 de agosto de 2026** para recibir apoyo adicional para la compra de alimentos este verano para tus hijos! Revisa si tu hijo es elegible y cómo aplicar en:

alabama-sunbucks.com/EBTEligibilityCheck

 **¡No lo olvides!** Los beneficios de Alabama SUN Bucks caducan tras unos 4 meses. Cualquier beneficio no utilizado que quede en la tarjeta será eliminado y no podrá ser reemitido. ¿Por qué no comprar algo de comida saludable mientras haces las compras para el regreso a clases?

 ¿Sabías que los niños que reciben **Alabama SUN Bucks también pueden recibir comidas de verano gratuitas?** ¡Visita

<https://www.breakforaplate.com/es/summer-meals-site-finder/> para encontrar comidas de verano gratuitas cerca de ti!

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!).

English 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.

Spanish Message Blurb:

🍎 ¿No has usado tus beneficios de Alabama SUN Bucks? Los beneficios Alabama SUN Bucks caducan unos 4 meses después de ser emitidos, así que ¿por qué no comprar algo saludable mientras haces las compras para el regreso a clases?

🍎 **Consejo útil:** No tires tus tarjetas Alabama SUN Bucks. Guarda tu tarjeta por si acaso - si tu hijo vuelve a cumplir los requisitos el próximo verano, puedes llegar a conseguir los beneficios cargados en la misma tarjeta.