

Social Media Graphics, Sample Captions, & Suggested Timing

HOW TO USE THIS RESOURCE: The intent is that these social media assets are shared with schools, community organizations, and other partners that can help spread the word about Alabama SUN Bucks and prompt families to take any necessary action in order to receive benefits.

Link to Canva graphics: [English](#) or [Spanish](#)

Key Messages included in this resource:

- [Anytime / Main Message](#)
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Anytime / Main Message

When to use: Share this message any time. It's designed to be shared by schools and other community partners to raise peer-to-peer awareness of the SUN Bucks Program and promote how families can learn more about the program. This message may be particularly helpful for partners that are going to do one post about the program.



ENGLISH GRAPHIC TEXT:

Share to help spread the word!

Alabama SUN Bucks provide \$120 in extra grocery benefits to families (like yours!) in our community.

ENGLISH SAMPLE CAPTION:

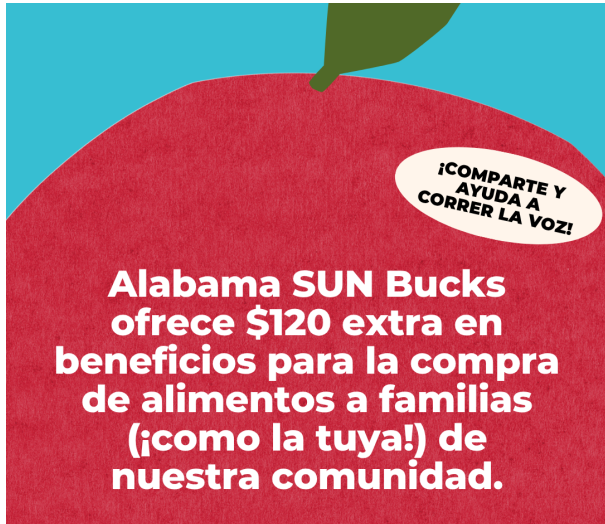
Yup... It's back! Alabama SUN Bucks provides \$120 in extra grocery benefits to families in our community. Many eligible children are automatically enrolled in Alabama SUN Bucks through other programs they already participate in.

🍎 But, some eligible families will need to apply. Help spread the word to let families know that it's easy to see if you're eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck.

SPANISH SAMPLE CAPTION:

Sí... ¡Ha vuelto! Alabama SUN Bucks proporciona \$120 extra en beneficios para la compra de alimentos a las familias de nuestra comunidad. Muchos niños elegibles son inscritos automáticamente en Alabama SUN Bucks a través de otros programas en los que ya participan.

🍎 Sin embargo, algunas familias elegibles deben aplicar. Ayuda a difundir el mensaje para que las familias sepan que es fácil ver si sus hijos son elegibles y aplicar en alabama-sunbucks.com/EBTEligibilityCheck.



**Alabama SUN Bucks
ofrece \$120 extra en
beneficios para la compra
de alimentos a familias
(¡como la tuya!) de
nuestra comunidad.**



SPANISH GRAPHIC TEXT:

¡Comparte y ayuda a correr la voz!

Alabama SUN Bucks ofrece \$120 extra en beneficios para la compra de alimentos a familias (¡como la tuya!) de nuestra comunidad.

Timed Messages

When to use: The following messages leverage specific moments in the school calendar, to draw attention to actions that may be required of families eligible for or enrolled in the program. These messages can be used by anyone (schools, community organizations, etc.), but will be particularly useful for those that are able to consistently promote SUN Bucks throughout the year.

Spring Message

Timing: April - early May

Objectives: Spread awareness about Alabama SUN Bucks to families and prompt necessary actions eligible families should take, such as: checking if they are eligible, if they will be automatically enrolled or if they will need to apply, and how to update their address, if needed.



ENGLISH GRAPHIC TEXT:

SUN Bucks are right around the corner!

Alabama SUN Bucks provide \$120 in extra grocery support for kids who are

ENGLISH SAMPLE CAPTION:

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 designed to help families who could use support buying food.

🍎 Most eligible families are automatically enrolled, but some will need to apply. It's easy to see if you're eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 If you've moved, don't forget to make sure you've updated your address with your child's school.

SPANISH SAMPLE CAPTION:

home from school over the summer.

Are you signed up?



SPANISH GRAPHIC TEXT:

¡SUN Bucks ya está por comenzar!

Alabama SUN Bucks proporciona \$120 extra en ayuda para la compra de alimentos para los niños que están en casa sin ir a la escuela durante el verano.

¿Estás inscrito?

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

Está diseñado para ayudar a familias que podrían necesitar apoyo para comprar comida.

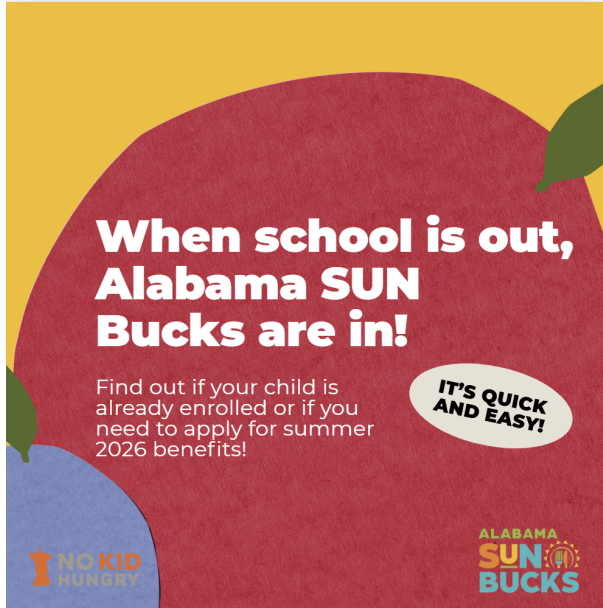
🍎 La mayoría de los niños elegibles son inscritos automáticamente, pero algunos deben aplicar. Es fácil ver si tu hijo es elegible y aplicar en alabama-sunbucks.com/EBTEligibilityCheck.

🍎 Si te has mudado, no olvides actualizar tu dirección comunicándote con la escuela de tu hijo.

End of School Message

Timing: May - early June

Objectives: Remind families about Alabama SUN Bucks and how to access benefits. This message focuses on informing families that they may automatically receive benefits and how they should expect to receive benefits, as well as prompting families who don't expect to be automatically enrolled to check if they are eligible and how to apply.

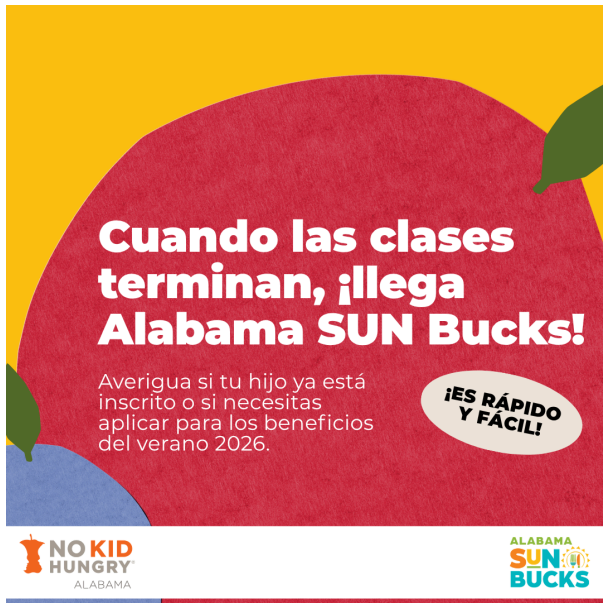


ENGLISH GRAPHIC TEXT:

When school is out, Alabama SUN Bucks are in!

Find out if your child is already enrolled or if you need to apply for summer 2026 benefits!

It's quick and easy!



ENGLISH SAMPLE CAPTION:

Alabama SUN Bucks provides \$120 in extra grocery benefits to families (like yours!) in our community.

🍎 Most eligible families are automatically enrolled, but some will need to apply. It's easy to see if you're eligible and need to apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 If you are approved for Alabama SUN Bucks - keep any eye out for your card in the mail!

SPANISH SAMPLE CAPTION:

Alabama SUN Bucks ofrece \$120 extra en beneficios para la compra de alimentos a familias (¡como la tuya!) de nuestra comunidad.

🍎 La mayoría de los niños elegibles son inscritos automáticamente, pero algunos deben aplicar. Es fácil ver si tu hijo es elegible y aplicar en alabama-sunbucks.com/EBTEligibilityCheck.

🍎 Si es aprobado para Alabama SUN Bucks, ¡estás pendiente ya que recibirás tu tarjeta por correo!

SPANISH GRAPHIC TEXT:

Cuando las clases terminan, ¡llega
Alabama SUN Bucks!

Averigua si tu hijo ya está inscrito o si
necesitas aplicar para los beneficios del
verano 2026.

¡Es rápido y fácil!

Over the Summer Message

Timing: June - August 15, 2026

Objectives: Remind families of how to access and use their benefits. This message may also reach families who thought they'd receive benefits but didn't and prompt them to seek out more information and/or apply, if needed.



ENGLISH GRAPHIC TEXT:

If you haven't received Alabama SUN Bucks, you can still apply!

Apply before August 15, 2026!

SAMPLE CAPTION:

Alabama SUN Bucks benefits are issued as a one-time payment of \$120 per eligible child, and most benefits will be mailed to enrolled households between May and July.

If you don't receive benefits but were expecting them or think you may be eligible, it's not too late!

You can still apply (find the online or paper application at alabama-sunbucks.com) or contact customer support for assistance by calling **1-800-443-3536**.

It never hurts to apply or ask! **Deadline to apply for 2026 benefits is August 15, 2026.**

SPANISH SAMPLE CAPTION:

Los beneficios de Alabama SUN Bucks se emiten como un pago único de \$120 por cada hijo elegible, y la mayoría de los beneficios llegarán entre mayo y julio para las familias inscritas.

Si no recibes beneficios, pero los esperabas o crees que tu hijo podría ser elegible, ¡aún no es tarde!

¡Todavía puedes aplicar! Encuentra la solicitud en línea (solo en inglés) y la solicitud en papel



COMPROBAR HOY!

Si no has recibido Alabama SUN Bucks, ¡aún puedes aplicar!

¡Solicita antes del 15 de agosto de 2026!



SPANISH GRAPHIC TEXT:

Si no has recibido Alabama SUN Bucks, ¡aún puedes aplicar!

¡Solicita antes del 15 de agosto de 2026!



DON'T MISS OUT!

If you haven't received Alabama SUN Bucks, you can still apply!

The application deadline is August 15



English Graphic Text:

Don't miss out!

If you haven't received Alabama SUN Bucks, you can still apply!

(disponible en español) en alabama-sunbucks.com o comunícate con el soporte para asistencia al cliente llamando al **1-800-443-3536, presione 2 para español.**

¡Nunca está de más solicitar o preguntar! **La fecha límite para aplicar para los beneficios de 2026 es el 15 de agosto de 2026.**

The application deadline is August 15.



Spanish Graphic Text:

¡No te quedes sin!

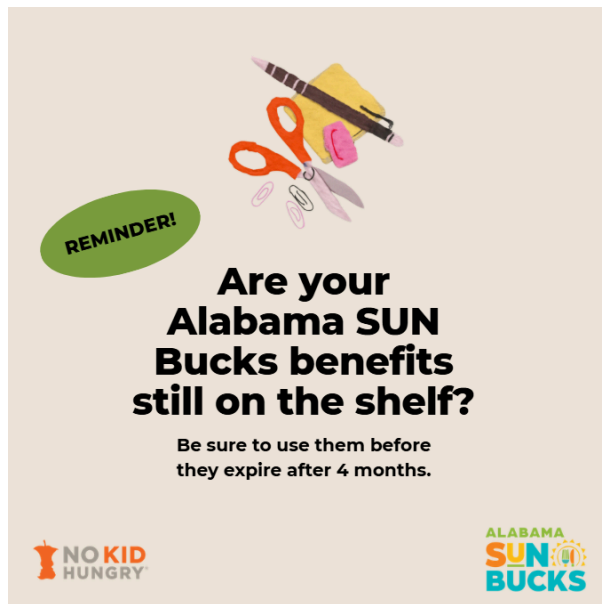
Si no has recibido Alabama SUN Bucks,
¡aún puedes aplicar!

Solicita antes del 15 de agosto.

Back to School Message

Timing: August 16, 2026 - October 2026

Objectives: Inform and remind families that Alabama SUN Bucks benefits will expire and that they should use them as soon as possible.



ENGLISH GRAPHIC TEXT:

Reminder!

Are your Alabama SUN Bucks benefits still on the shelf?

Be sure to use them before they expire after 4 months.

ENGLISH SAMPLE CAPTION:

If you received Alabama SUN Bucks support this year, be sure to use it before the benefits expire.

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?

Learn more at alabama-sunbucks.com or contact customer support for assistance by calling **1-800-443-3536**.

SPANISH SAMPLE CAPTION:

Si recibiste apoyo de Alabama SUN Bucks este año es porque tus hijos son elegibles. Asegúrate de usarlo antes de que caduquen los beneficios.

Los beneficios caducan unos 4 meses después de emitirse, así que ¿por qué no aprovechar y comprar alimentos saludables mientras haces las compras de regreso a clases?

Aprende más en alabama-sunbucks.com o contacta al soporte para asistencia al cliente llamando al **1-800-443-3536, presione 2 para español**.



SPANISH GRAPHIC TEXT:

¡Recordatorio!

¿Aún no has usado tus beneficios de Alabama SUN Bucks?

Asegúrate de usarlos antes de que caduquen después de 4 meses.

Other / Secondary Messages

When to use: The following messages may be useful for specific partners supporting SUN Bucks outreach.

Summer Meals & Summer EBT Cross Promotion Message

Timing: Start of Summer Meal Service - August 15, 2026

Objectives: Encourage families to take advantage of all the nutritional support available to children during the summer months. Also, this message clarifies to

families that they are allowed to receive both kinds of benefits, not one or the other.



ENGLISH GRAPHIC TEXT:

Did you know...? You've got options for healthy food this summer!



SPANISH GRAPHIC TEXT:

ENGLISH SAMPLE CAPTION:

Alabama SUN Bucks and Summer Meals work together to help support families in our community get the healthy food that kids normally get at school.

🍎 Remember to use your \$120 SUN Bucks for grocery support. If you didn't receive Alabama SUN Bucks, you can quickly check your eligibility and apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 Find Summer Meals near you by visiting <https://www.breakforaplate.com/summer-meals-site-finder/>. Join us!

SPANISH SAMPLE CAPTION:

Alabama SUN Bucks y las comidas de verano trabajan juntos para ayudar a las familias de nuestra comunidad a obtener la comida saludable que normalmente reciben los niños en la escuela.

🍎 Recuerda usar tu SUN Bucks de \$120 para ayudar en la compra de alimentos. Si no recibiste Alabama SUN Bucks, puedes comprobar rápidamente la elegibilidad de tu hijo y aplicar en alabama-sunbucks.com/EBTEligibilityCheck.

🍎 Visite [breakforaplate.com/es/summer](https://www.breakforaplate.com/es/summer) para encontrar comidas gratis cerca de ti. ¡Únete a nosotros!

<p>¿Sabías que...? ¡Tienes opciones de comida saludable este verano!</p>	
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Summer EBT Application Promotion Message

Timing: July 15 - August 15 (Alabama SUN Bucks application deadline).

Objectives: Inform families that never received benefits that it is not too late to apply. Some families' eligibility status may change over the summer and will need to apply in order to access benefits for their child.



ENGLISH GRAPHIC TEXT:

How do I apply for Alabama SUN Bucks?
It's quick and easy!

ENGLISH SAMPLE CAPTION:

Remember, Alabama SUN Bucks is for families who could use the extra support with groceries over the summer.

If that's you, it's easy to see if your child is eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck. **Deadline to apply for 2026 benefits is August 15, 2026.**

It never hurts to apply or ask! Visit alabama-sunbucks.com for an online or paper application, or contact customer support at **1-800-443-3536** for assistance.

SPANISH SAMPLE CAPTION:

Recuerda, Alabama SUN Bucks es para familias que podrían necesitar un apoyo adicional para la compra de alimentos durante el verano.

Si eres tú, es fácil ver si tus hijos son elegibles y aplicar en alabama-sunbucks.com/EBTEligibilityCheck. **La fecha límite para aplicar para los beneficios de 2026 es el 15 de agosto de 2026.**



¿Cómo solicito Alabama SUN Bucks?

¡ES RÁPIDO
Y FÁCIL!



SPANISH GRAPHIC TEXT:

¿Cómo solicito Alabama SUN Bucks?
¡Es rápido y fácil!

¡Nunca está de más solicitar o preguntar!
Visita alabama-sunbucks.com para encontrar la aplicación en línea (solo en inglés) y la solicitud en papel (disponible en español) o para asistencia comunícate con atención al cliente llamando al **1-800-443-3536, presione 2 para español.**