

Social Media Assets

Social Media Graphics, Sample Captions, & Suggested Timing

How to Use Canva For These Resources

We worked with families and partners across the country to create a messaging campaign to help spread the word about SUN Bucks. Since every state and school district is a little different, we used Canva, a free online tool, to create customizable templates so you can help spread the word in your community.

Here's how to use Canva:

1. Create a copy of the resource that you're going to use.
2. Customize the graphic as needed, such as removing the template logos and inserting your logos. The text can be updated if desired.
3. In the upper right-hand side of the Canva screen, select the button "Share."
4. Download the file as a PNG or JPG.
5. Send the files and this document (after it has been customized with your specific information) to partners promoting SUN Bucks.

Key Messages included in this resource:

- [Anytime / Main Message](#)
- [Timed Messages:](#)
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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:

Arizona SUN Bucks provide \$120 in extra grocery benefits to families (like yours!) in our community. Share to help spread the word!

ENGLISH SAMPLE CAPTION:

Yup... It's back! Arizona SUN Bucks provides \$120 in extra grocery benefits to families in our community. Many eligible children are automatically enrolled in 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 www.azed.gov/hns/sun-bucks-2026-eligibility-screener-guide.

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.

End of School Message

Timing: May

Objectives: Remind families about 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 SAMPLE CAPTION:

Arizona SUN Bucks provides \$120 in extra grocery benefits to families (like yours!) in our community. If you're already signed up to receive these benefits, they will soon be loaded onto your existing card or mailed to your address between May and August.

👉 If you weren't automatically enrolled in SUN Bucks, you can apply at www.azed.gov/SUNBucks.

ENGLISH GRAPHIC TEXT:

When school is out, **SUN Bucks** is in!

If you weren't automatically enrolled in Arizona SUN Bucks, you can still apply! It's quick and easy!

Over the Summer Message

Timing: June - August 3

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 SAMPLE CAPTION:

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

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 by visiting www.azed.gov/SUNBucks for more information.

It never hurts to apply or ask!



ENGLISH GRAPHIC TEXT:

If you haven't received **SUN Bucks**, you can still apply! Check today

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Back to School Message

Timing: August 3, 2026 - October

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



ENGLISH GRAPHIC TEXT:

Are your **SUN Bucks** benefits still on the shelf?
Be sure to use them before they expire after 4 months.

ENGLISH SAMPLE CAPTION:

If you received Arizona 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?

Other / Secondary Messages

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

Summer Meals & SUN Bucks Cross Promotion Message

Timing: Any time over the summer. Remember, you can schedule posts! This is a great message for Summer Meal Sites to push out to families.

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!

ENGLISH SAMPLE CAPTION:

Arizona 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 SUN Bucks, you can quickly check your eligibility and apply at www.azed.gov/hns/sun-bucks-2026-eligibility-screener-guide.

👉 Summer Meals are provided at participating schools and community sites across Arizona during the summer break. Find a site near you by visiting AZSummerMeals.org. Join us!

SUN Bucks Application Promotion Message

Timing: End of summer, 3-4 weeks prior to the SUN Bucks application deadline (August, 3, 2026).

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:

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

The application deadline is **August 3rd**.

ENGLISH SAMPLE CAPTION:

Arizona families can apply for SUN Bucks online or download a paper application at www.azed.gov/SUNBucks.

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

If that's you, it's easy to see if you're eligible and apply at www.azed.gov/hns/sun-bucks-2026-eligibility-screener-guide.

IT'S QUICK AND EASY!

How do I apply for Arizona SUN Bucks?

NO KID HUNGRY **Arizona Food Bank Network** **SUN**
SUN: SUNSHINE NUTRITION PROGRAMS FOR KIDS

ENGLISH GRAPHIC TEXT:
How do I apply for **Arizona SUN Bucks**?
It's quick and easy!