

Email Sample #1

Dear [Participant Name],

Did you know that [INSERT STATE] will be implementing the veggies and fruits increase on [INSERT DATE]?

Well, now you do!

Be sure to redeem your benefits!

For more information on the fruits and veggies increase or find out your family's eligibility, go to [INSERT STATE INFO SITE] to learn more.

Email Sample #2

Dear [Participant Name],

Our vegetables and fruits value has been temporarily increased to \$35 per month for four months starting [INSERT DATE].

Be sure to redeem your benefits!

For more information on the fruits and veggies increase or find out your family's eligibility, go to [INSERT STATE INFO SITE] to learn more.

Email Sample #3:

Dear [Participant Name],

Fill up on extra veggies and fruits this summer with WIC's temporary increase! To access your benefit, be sure to swipe your WIC EBT card first when checking out at the grocery store.

For more information on the fruits and veggies increase or find out your family's eligibility, go to [INSERT STATE INFO SITE] to learn more.

Text Sample #1:

EXTRA! EXTRA!

More fruits and veggies are coming your way! To learn more, text YUMMY to (INSERT NUMBER) to find out your family's eligibility.

Text Sample #2:

Our vegetables and fruits value has been temporarily increased to \$35 per month for four months starting [INSERT DATE].

Be sure to redeem your benefits!

Text Sample #3:

What did the orange say to the banana when they were looking for the apple?

Keep your eyes peeled for the increase in WIC's veggies and fruits value coming soon!