

Sample WIC Engagement Plan



Project Name:	WIC Outreach Engagement
Message Number:	1A

Strategy: Financial Impact, Benefit Connection

Initial Outreach Text Message

What could you do with an extra \$60 for food this month?
Let WIC free up your budget!

Reply 1 to get a call from your WIC clinic to get started
Reply 2 for more info on how WIC fits into your family's lifestyle
Reply 3 if you don't think you qualify

Reply STOP to stop texts
Msg&data rates may apply

Replies

1

2

3

WIC will call you to schedule an appointment.
Want to get started sooner? Find your WIC clinic with this link and give them a call:
<https://bit.ly/XxXXXXxWIC>

WIC has made it easier to shop for foods and learn about nutrition.
Reply YES to receive a call from your WIC clinic and get started.

WIC is for pregnant people and for all families who care for infants and children under 5 - married, single, grandparents, foster parents, migrant, refugee, working or not - including you.
Reply YES to receive a call from your WIC clinic and see if you qualify for sure.

Yes

Yes

Toolkit: Increasing WIC Coverage Through Cross-Program Data Matching and Targeted Outreach

Resource: Sample WIC Engagement Plan

Project Name:	WIC Outreach Engagement
Message Number:	1B

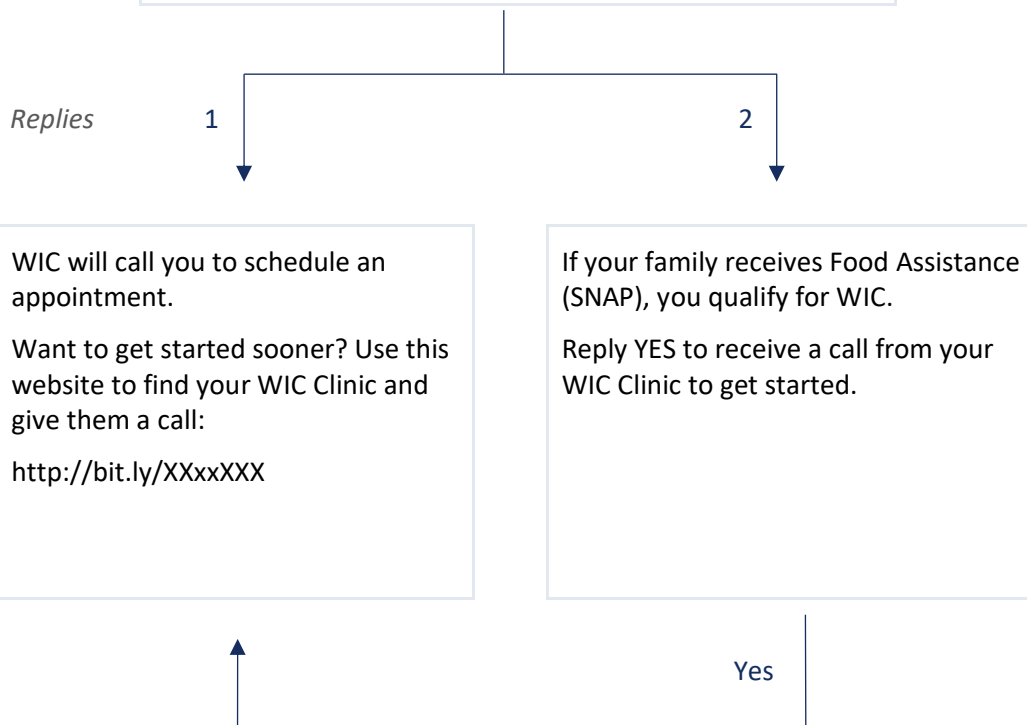
Strategy: Informative

Follow-up Text Message 1

Got Food Assistance (SNAP)? Get WIC too! WIC helps pay for food for families with a pregnant person or kids under 5.

You could receive an extra \$720/year for food!

Reply 1 to receive a call from your WIC Clinic to get started.
Reply 2 for more info on how WIC fits into your family's lifestyle.



Toolkit: Increasing WIC Coverage Through Cross-Program Data Matching and Targeted Outreach

Resource: Sample WIC Engagement Plan

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Message Number:	1C

Strategy: Informative

Follow-up Text Message 2

Got Food Assistance (SNAP)? Get WIC too! WIC helps pay for food for families with a pregnant person or kids under 5.

You could receive an extra \$720/year for food!

Reply 1 to receive a call from your WIC Clinic to get started.
Reply 2 for more info on how WIC fits into your family's lifestyle.

Replies

1

2

3

WIC will call you to schedule an appointment.

Want to get started sooner? Find your WIC clinic with this link and give them a call:

<https://bit.ly/XxXXXXxWIC>

Healthy kids are happy kids! WIC provides breastfeeding help, healthy food and formula, and expert advice tailored for your family.

Find out how your child is growing by visiting WIC.

Reply YES to receive a call from your WIC clinic and get started.

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Reply YES to receive a call from your WIC clinic and see if you qualify for sure.

Yes

Yes

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Strategy: Inclusive Support

Follow-up Text Message 3

Dealing with a picky eater? WIC can help you find healthy choices that everyone loves!

Get free, personalized advice from WIC.

Reply 1 to receive a call from your WIC clinic to get started.
Reply 2 if you don't think you qualify.

Replies

1

2

WIC will call you to schedule an appointment.

Want to get started sooner? Use this website to find your WIC Clinic and give them a call:
<http://bit.ly/XXxxXXX>

WIC is for pregnant people and for all families who care for infants and children under 5 - married, single, grandparents, foster parents, migrant, refugee, working or not - including you.

Reply YES to receive a call from your WIC clinic and see if you qualify for sure.

Yes