



NGA SNAP E&T Policy Academy

Marketing and Outreach, Creative Funding Sources and Uses

January 12, 2026

NGA: Over 115 years serving our nation's governors



Conference of Governors at the White House, 1908

Founded in 1908, the National Governors Association (NGA) is the nonpartisan organization of the nation's 55 governors. Through NGA, governors share best practices, address issues of national and state interest and share innovative solutions that improve state government and support the principles of federalism.



Welcome

- Hello, State Agency and project partners!
- Marketing and Outreach to Potential SNAP E&T Participants
- Creating SNAP E&T Funding Sources and Uses
- Q&A
- Info on In-Person Convening

Marketing and Outreach

Strategies and Considerations

Initial Marketing Considerations

1. Develop participant-centered communication and messaging
2. Develop and implement intentional outreach and engagement strategies
3. Establish referral and recruitment pipelines
4. Assess your program for participant-centeredness to increase engagement



Messaging that sticks

- Easy to read
- Benefits and value are clear
- Answers “what’s in it for me?”
- Uses plain language, no jargon or unclear acronyms
- Includes testimonials or participant stories
- It dispels myths
- It’s formatted to highlight key information

Test messages and seek feedback from audiences.



Missouri brochure

Our Partners



Questions?

For more information, call the FSD Information Line at **855-FSD-INFO (855-373-4636)** or visit us online at: mydss.mo.gov/skillup-program

Missouri Department of Social Services

Our Mission
Empower Missourians to live safe, healthy, and productive lives.

DISCLOSURE NOTICE: If the vendor provides any "personal information" as defined in §105.1500, RSMo concerning an entity exempt from federal income tax under Section 501(c) of the Internal Revenue Code of 1986, as amended, the vendor understands and agrees that it is voluntarily choosing to seek a state contract and providing such information for that purpose. The state will treat such personal information in accord with §105.1500, RSMo.

The Missouri Department of Social Services is an equal opportunity provider and employer.

The Food and Nutrition Service is an equal opportunity provider and employer.

Auxiliary aids and services are available upon request to individuals with disabilities.

Call 711 for Missouri Relay Services

IM-4 SkillUP (Rev. 09/25)



SkillUP

Your future, Our Support.



About SkillUP

What is the SkillUP Program?

SkillUP is a free program that helps SNAP recipients get help with skills, training, and employer connections to get a job (or a better job).

A SkillUP job coach will work with you to create an individual plan to help you reach your career goals.

How do I get Started?

SkillUP is offered free of cost through a number of agencies across Missouri. To find a provider near you, visit: tinyurl.com/mydss-mo-skillup-map

Do SNAP recipients have to do SkillUP?

Able Bodied Adults without Dependents (ABAWD) need to complete hours to keep getting SNAP benefits.

To find out more about the ABAWD criteria, visit: mydss.mo.gov/skillup-program



How can SkillUP help me?

SkillUP may be able to help you:

- Get skills you need through workshops and classes
- Pay for short-term training and certifications
- Pay for some daycare, work or training costs
- Help you pay for uniforms or items for your first day
- Understand your job skills and what you are interested in
- Update or create your resume so employers can see your skills
- Connect you with employers



Success Stories

“

The SkillUP program is great! I love that it helped me find my way when I felt there was no other way or other help out there.”



“You should definitely explore SkillUP's program. It is worth it when you are trying to invest in yourself to make a better life for you and your family. I don't see it as a handout, but a hand up as you climb your way to a better life.”

”

myDSS.mo.gov/skillup-program

Connecticut info card



CT Pathways
Connecticut's SNAP Employment & Training Program

CHOOSE YOUR PATH TO A BRIGHTER FUTURE!

If you are receiving **SNAP** and not Temporary Family Assistance (**TFA**), you may be eligible to participate.

SNAP Employment & Training is a great work program that offers numerous training opportunities at **no cost to you**.

Call any organization to see if there is a program that works for you!



¡ESCOJA SU CAMINO PARA UN FUTURO MÁS BRILLANTE!

Si está recibiendo **SNAP** y no recibe Asistencia Temporal para Familias, (**TFA** por sus siglas en inglés) usted puede ser elegible para participar.

Este es un programa de trabajo que ofrece numerosas oportunidades de capacitación **sin costo alguno para usted**.

Llame a una organización para ver si hay un programa que funcione para usted.

SCAN THE QR CODE FOR MORE INFORMATION
ESCANEE EL CÓDIGO QR PARA OBTENER MÁS INFORMACIÓN



This institution is an equal opportunity provider.
Esta institución es un proveedor que ofrece igualdad de oportunidades



CT Pathways
Connecticut's SNAP Employment & Training Program

CT STATE

COMMUNITY COLLEGE

Asnuntuck Campus
Enfield • 860-253-3066 • 860-253-3034

Capital Campus

Harford • 860-906-5029

Gateway Campus

New Haven • 203-285-2300

Housatonic Campus

Bridgeport • 203-332-5057

Manchester Campus

Manchester • 860-512-2827

Middlesex Campus

Middletown • 860-343-5716

Naugatuck Valley Campus

Waterbury/Danbury • 203-575-8029

Northwestern CT Campus

Winsted • 860-738-6419

Norwalk Campus

Norwalk • 203-857-7059

Quinebaug Valley Campus

Danielson • 860-932-4005

Three Rivers Campus

Norwich • 860-215-9028

Tunxis Campus

Farmington • 860-773-1454

Capital Workforce Partners

Hartford • 860-522-1111

Connecticut Center for Arts and Technology (ConnCAT)

New Haven • 203-823-9823

Goodwin University

East Hartford • 860-727-6936

New London Homeless Hospitality

New London • 860-439-1573

portal.ct.gov/dss/snap/snap-employment-and-training

**GET CAREER-READY
WITH FSET**



WISCONSIN DEPARTMENT
of HEALTH SERVICES

**YOU'VE GOT THE DRIVE.
GET THE TOOLS YOU NEED.
WITH FSET**



WISCONSIN DEPARTMENT
of HEALTH SERVICES

This institution is an equal opportunity provider.

**NEW PATHS,
NEW OPPORTUNITIES.**
Explore what's possible with FSET



Wisconsin is an equal opportunity provider.

WISCONSIN DEPARTMENT
of HEALTH SERVICES

Spreading the word: broad outreach

To help create **broad awareness**, use a combination of outreach methods:

- Email
- Text
- Mailed letters/postcards
- Social media
- Website
- Info/bulletin in benefits portal
- Phone calls
- Flyers/posters

Note: casting a broad net is often more effective at raising general awareness of SNAP E&T but less effective at fostering engagement with specific populations who could benefit

Targeted outreach

- **Tips and strategies**
 - Embed information into existing processes and touchpoints with SNAP participants
 - Certification and recertification
 - Direct mailing inserts
 - County office staff
 - **Using available data**
 - Data sharing agreement: information across departments and programs
 - Targeted marketing for geographic, behavioral, or demographic segmenting
 - Focusing on underserved areas, areas with new providers, specific industry interests

Broad + targeted examples

- **Minnesota:**
 - Phone calls and text messages to TLRs
 - County staff, well-developed scripts
- **Iowa:**
 - Direct mailing coordinated with providers
 - Postcards developed by providers
 - Mailed to SNAP households by State Agency



DMACC
Workforce Training Academy
Connecting you to a great career

**You may qualify for
FREE TRAINING**

- BUSINESS/INFO TECHNOLOGY
- ADVANCED MANUFACTURING
- HEALTHCARE
- TRANSPORTATION/LOGISTICS

- Short-term training
- Skills to make you employable **Now**
- Job coaching
- High completion rates

CAREER
OPPORTUNITIES

CALL TODAY!
515-697-7700 or visit www.dmacc.edu/CareerTraining

  **DMACC**
DES MOINES AREA
COMMUNITY COLLEGE
Life's Calling™

Referral pipelines lead to consistent enrollment

External referral pipelines:

- State/county agency, eligibility staff
 - Local field offices
- Department of Corrections/re-entry
- SNAP Outreach providers
- One stops (American Job Centers)
- Community-based organizations
- Others?

To establish and maintain strong external referral pipelines:

- Create established points of contact
- Foster strong relationships
- Engage in regular communication, training, and information exchange with key points of contact and agency/organization staff
- Provide sufficient training and clear information on SNAP E&T program

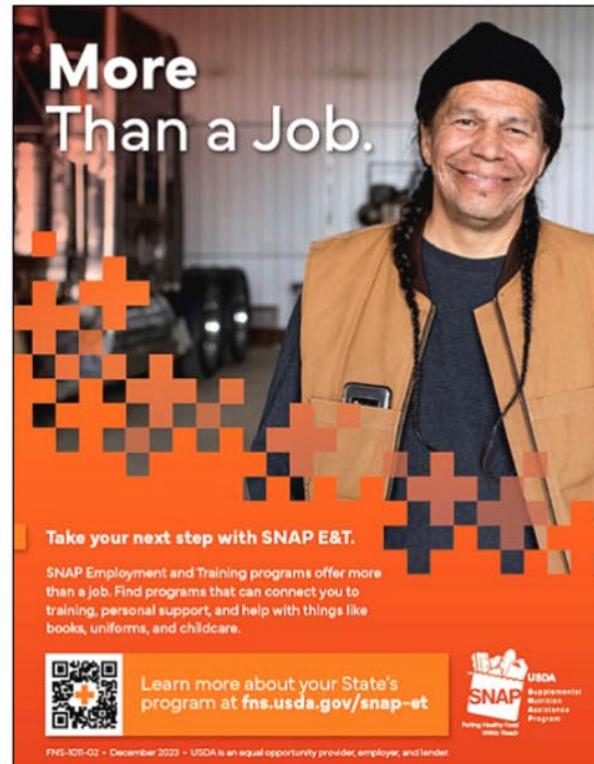
Moving from target to engagement

- Keep the **potential participant at the center**
- Make it **easy for potential participants to act**
 - Communication material provides a quick way to reach a person who can provide more information and answer questions
 - Quick (24-48 hours) response to an interested potential participant
 - Personal response
- Build trust by **being transparent and following through**
- Make the **enrollment process as easy as possible**
 - Reduce steps for eligibility verification, reduce number/length of application forms

FNS Campaign: More Than a Job



Campaign Materials



Campaign Guidelines



State QR Codes

More Than a Job Examples



SNAP EARN is a Bridge to Your Future

Since you are receiving SNAP, you are eligible for SNAP EARN services. Get help with job training, transportation, and more.

Don't Wait. Build a Better Future with SNAP EARN.

What You'll Get with SNAP EARN:

- Access to job training programs
- Help paying for books, uniforms, or childcare
- Transportation assistance
- Career planning services

To join, contact your caseworker or call 1-800-XXXX-XXXX and ask about SNAP Employment and Training.

PA

SNAP Employment and Training is More Than a Job.

SNAP EARN gives you the support you need to build a better future.

- Books and Materials
- Career Planning
- Case Management
- Childcare
- Help Finding a Job
- Help Getting Your GED
- Tools and Supplies
- Transportation Assistance
- Uniforms
- Work Supplies

I'm a single mother that's starting over. If I knew that this (SNAP Employment and Training) was available, I would've done this years ago.

- Shelly, Pittsburgh SNAP E&T Participant



Take Your Next Step with SNAP E&T.

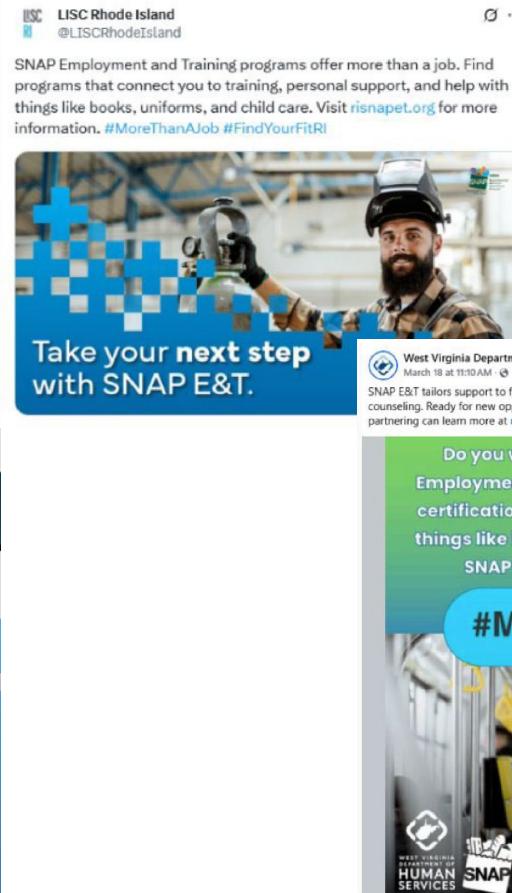
SNAP Employment and Training helps Iowans find better jobs in high-demand industries and can help you keep your SNAP benefits as you look for work.

Join a free job training program today. Contact your SNAP Eligibility Specialist and ask about SNAP Employment and Training.

IOWA | Health and Human Services | Iowa Workforce Development

It made me realize that I want something better for myself. I want to have a career. Once you have that career, nobody can take it from you.

- Jodie, Work Readiness Program Graduate



LISC Rhode Island
@LISCRhodeIsland

SNAP Employment and Training programs offer more than a job. Find programs that connect you to training, personal support, and help with things like books, uniforms, and child care. Visit risnapet.org for more information. #MoreThanAJob #FindYourFitRI



Take your next step with SNAP E&T.

West Virginia Department of Human Services

March 18 at 11:10AM · 6

SNAP E&T tailors support to fit your needs with free training, transportation, education, and career counseling. Ready for new opportunities? Talk to your DoHS caseworker. Organizations interested in partnering can learn more at dhr.wv.gov/bfa/contact/Pages/default.aspx.

Do you want to go back to school? SNAP Employment and Training can connect you to certifications, apprenticeships, and help with things like books and uniforms. Talk with your SNAP case manager to get started.

#MoreThanAJob



WEST VIRGINIA DEPARTMENT OF HUMAN SERVICES

SNAP Employment and Training Assistance Program

What do governors need to know?

- If there is interest in growing the SNAP E&T program, marketing and outreach are a key part of a larger strategy
- Inter-agency coordination can help strengthen awareness of SNAP E&T and increase enrollment
 - Cross-agency referrals and co-enrollments
 - Use of available data and data sharing agreements
- SNAP E&T providers are partners and they understand their populations



Questions

Creative Funding

Sources and Uses

General Tips and Strategies



Research and Alignment

Identify organizations whose mission aligns with your project or business goals. Review eligibility criteria, funding priorities, and past grantees to ensure a strong fit.



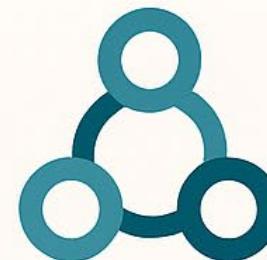
Demonstrate Community Impact

Show how your project benefits the state/local community. Provide data, testimonials, or case studies to support your claims.



Build Relationships

Engage with potential funders before applying – attend events, network, and introduce your work. Maintain ongoing communication to build trust and credibility.



Leverage Partnerships

Collaborate with other organizations to strengthen your proposal and broaden impact. Highlight community support and endorsements.

General Tips and Strategies

Specific Asks tend to be better received than general statements

Specific

We are seeking funding for a project to modernize our online application and screening system to increase access for low-income residents in our state. Currently, using our system with a phone is cumbersome and next to impossible.

General

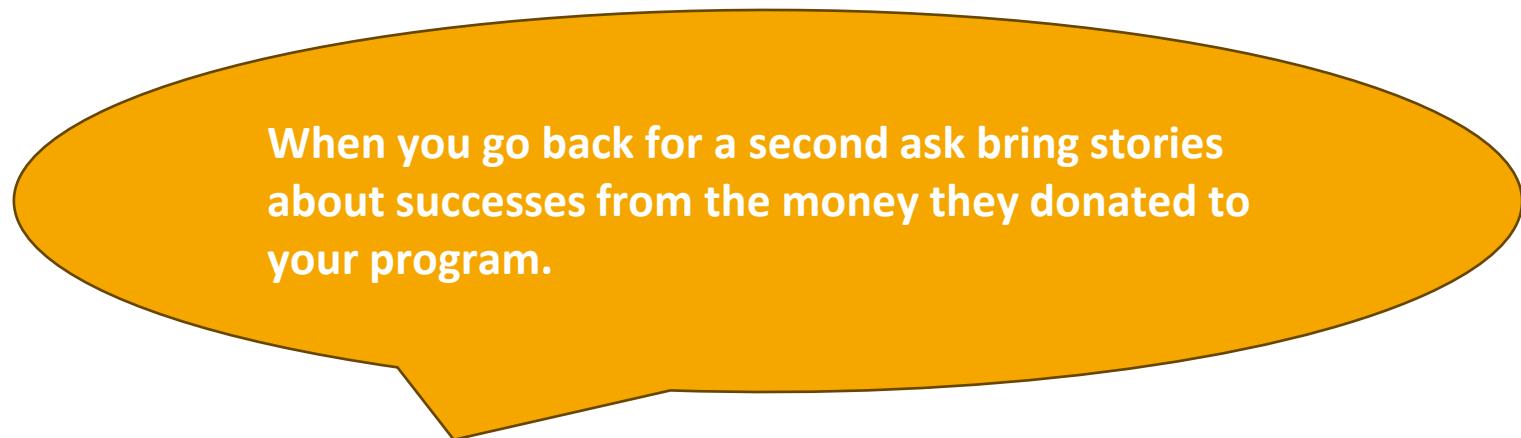
We are seeking funding to upgrade our online application.

General Tips and Strategies

Smaller Organizations: ask for a particular support such as transportation, childcare or computers

EX: Rotary, Lions, Kiwanis, other local organizations, banks

Participants in our E&T program are 50% more likely to complete their training with transportation support to the training location.



When you go back for a second ask bring stories about successes from the money they donated to your program.

Creative thinking around funding

- **Agency Funding**

- Funds for TA
 - Technical Assistance for Agency Staff
 - Convening of Third-Party Partners
 - Training
 - Professional Development
 - Peer learning
 - Creating Training Materials
 - New Staff Training both internally and at Provider level
 - Onboarding New Providers
 - Invoicing

- **Research**

- Operation Efficiency
- Client satisfaction
- Outcome measurements



Creative thinking around funding

- **Intra-Inter departmental Agencies**

Not just within state government think counties and cities too

- Process mapping to look for overlaps that could save time and money
- Programs that could be used to leverage SNAP E&T
- Data management cost sharing
- Training cost-sharing or training material development cost sharing for similar processes in departments
- Legislative asks for Workforce development Funding that can be reimbursable through SNAP E&T



Creative thinking around funding

- Third Party Providers
 - Supportive Services
 - Training Cohorts
 - Tuition Scholarships
 - Employer partnerships



Resources

- [Candid Foundation Directory](#)-Directory of Social Service Funders
- Community Foundations (United Way, Chamber of Commerce, Businesses)
- Health Conversion Foundations
- Banks
- [NCRC](#)-National Community Reinvestment Organization-Works with banks who need to donate a certain amount to non-profits a year.
- Local service clubs

What do governors need to know?

- Allocating State funding to Workforce Development programs including SNAP E&T providers that could be used for reimbursement. (Not federal pass-through funds)
- Provide opportunities for cross agency collaboration and communications find areas of overlap.
- Allocating funding to update data management systems that would be uniform across agencies that collect similar data so users wouldn't have to learn multiple systems when reporting on the same client.
- Updating invoicing and payment systems to increase efficiencies within older systems.
- Invest in staff support for the Social Services teams: this has been a very stressful time, many staff may be asked to do more with less in the face of growing need. Identify any available state or alternative funding to offer staff support, which could lead to stronger programs.



Questions

Closing

Thank you for your attendance and participation!

Contacts:

NGA: Jessica Kirchner (JKirchner@nga.org)

SJI: Kathi Medcalf (kmedcalf@seattlejobsinit.com)

Andrew Schramm (aschramm@seattlejobsinit.com)