



United Way Fresno
and Madera Counties

211-211 TEXT CAMPAIGNS REFERENCE GUIDE

KEYWORD

CAMPAIGN DESCRIPTION

HELP	Our automated system will help to connect you to the appropriate resources for any need.
RENT	Screens eligibility for rent and utility assistance due to COVID19 and routes Californians to appropriate application portals.
RENTSOS	Informs California residents of their tenant rights according to local ordinances (based on zip codes).
TAXES	Citizens and residents are screened for CalEITC eligibility and are referred to myfreetaxes to file for free. They receive information related to tax returns and updates that UWFM learns about.
KINSHIP	Residents are connected to KinshipCareCA.org website and Call Center. Residents can find local resources and best fit service providers on the website, by phone with trained staff, or by text, 24/7.
BENEFITS	Screens for 18 social safety net benefits at the federal, state and local levels through https://bit.ly/UWCABenefits
ITIN	Provides public general information on where to apply for ITINs, ITIN renewals, and where to check ITIN expiration status.
INTERNET (or CONNECT/CONNECTATE)	Low-income households with no or expensive internet service are screened and referred to low-cost internet service application and resources to apply.
GETACP	Receive information on how to apply for discounted internet service through the Affordability Connectivity Program.



**HELPING OUR COMMUNITIES
GET CONNECTED TO RESOURCES.**