

Frequently Asked Questions

Q: What is EveryoneOn?

A: EveryoneOn began in 2012 as a public awareness campaign and digital inclusion pilot called Connect2Compete in response to a challenge from the Federal Communications Commission to help connect all people in the U.S. to the internet. The campaign evolved into a 501(c)(3) that became EveryoneOn, a national organization that has become a recognized leader in the digital inclusion space addressing the digital divide. Since then, EveryoneOn has unlocked social and economic opportunity by connecting people living in underserved communities to affordable internet and devices, and providing digital skills trainings. The organization achieves this mission via its National Offer Locator Tool that connects people to affordable internet and devices offers in their area. EveryoneOn also provides one-on-one internet enrollment assistance via its Enrollment Assistance Hotline and in-person events, and digital skills trainings where highly-trained instructors teach tailored curriculum to class participants based on their skill levels.

Q: What is EveryoneOn's National Offer Locator Tool?

The National Offer Locator Tool, found at EveryoneOn.org, is an online platform of affordable internet, devices, digital skill trainings and EveryoneOn's Enrollment Assistance Hotline by zip code across the U.S. EveryoneOn partners with internet service providers and device refurbishers that provide low-cost offers to individuals and families who find market-driven costs a barrier to getting online. Users search for offers in three simple steps by: 1). visiting the Offer Locator Tool 2). entering their zip code and 3). choosing from the search results a low-cost internet and/or device offer that matches their needs. They can also find out if they are eligible for the Affordable Connectivity Program—a federal subsidy that provides \$30 per month for internet and \$100 for a device, depending on eligibility. Offers are continually updated and vary by location.

Q: What is EveryoneOn's Enrollment Assistance Hotline?

A: EveryoneOn provides one-on-one internet enrollment assistance in English and Spanish for anyone who wants help enrolling in low-cost internet, including signing up for the Affordable Connectivity Program, if eligible. People can contact EveryoneOn's digital navigators via phone, text or email depending on their preference. All information gathered is kept confidential to guarantee privacy. Currently, the hotline is available in select cities, including Atlanta, Cleveland, El Paso, Los Angeles, Memphis, Milwaukee, New York City and San Diego. People can find the hotline phone number in their area by going to the National Offer Locator Tool and entering their zip code.

Q: What issue does EveryoneOn address?

A: EveryoneOn is solving the digital divide, which is the gap between those who can get online and those who cannot—a gross disparity that cuts across socioeconomic and racial lines where people who are mostly Black, Brown and Indigenous have been left out of digital connectivity. Either internet service providers' fees are unaffordable for these communities, or they neglect to wire them—an intentionally oppressive and racist practice known as digital redlining that ensures these communities cannot get online. As a result, people living in these neighborhoods do not have access to the internet which means they cannot participate fully in our society as so many critical resources are only available online: healthcare, job opportunities, public benefits, voting, banking and much more. At an historic

moment when the federal \$65 billion is being dispersed across the nation via the Investment Infrastructure and Jobs Act, there is an unprecedented opportunity for continued cross-collaboration with internet service providers, device refurbishers, government, corporations, community-based organizations and others to ensure people have the resources, tools and ability to connect to the internet.

Q: What are refurbished devices and does EveryoneOn provide them?

A: Refurbished devices like laptops, tablets and Chromebooks are previously used and restored to near-new condition for a second life. EveryoneOn does not provide devices directly, rather connects people to companies that provide them at low-cost and affordable prices through its National Offer Locator Tool found at [EveryoneOn.org](https://www.EveryoneOn.org). Recouping devices serves twin purposes of being environmental and social—keeping electronics from landfill and repurposing computers for those who cannot afford to pay full price for one. In addition to accessing offers through the Offer Locator Tool, EveryoneOn partners with device refurbishers to provide participants in EveryoneOn’s digital skills trainings with free or low-cost devices to complete the training, and to keep afterward so they can continue to get online, practice and grow their digital skills.

Q: Why are digital skills important?

A: Even with a reliable internet connection and a device, without knowing how to use either, people cannot access the resources critical to living full lives or participating in our digital world. Everything we do—our knowledge, education (especially during COVID), public benefits, employment opportunities, connection with loved ones, and more—is available on the internet. Digital skills such as setting up and using email, searching the internet, creating a resume, looking for employment, and banking online are the pistons of our digital society.

Q: What is the Affordable Connectivity Program?

The Affordable Connectivity Program (ACP) is a federal subsidy that provides \$30 per month for internet and \$100 for a device, depending on eligibility. The ACP evolved from the Federal Communications Commission’s Emergency Broadband Benefit (EBB) that was created in 2020 when COVID arrived to ensure people who could not afford internet access could get online via a discounted and subsidized rate. The EBB eventually ended and became the ACP in early 2021. Many people are unaware the ACP exists, which demonstrates how important it is to fund outreach to communities that could benefit from the ACP. Learn more about ACP by visiting our Nation Offer Locator Tool at [Everyoneon.org](https://www.Everyoneon.org).

Q: What are digital navigators?

A: The digital navigator model is a comprehensive approach to fostering digital equity. Knowledgeable about digital equity resources, navigators provide one-on-one guidance to community members to access low-cost internet, devices and digital skills trainings. They can be volunteers or staff who work in social service agencies, libraries, health and other organizations, and provide remote guidance via text, phone and email, or in person. Often based inside trusted community-based organizations, digital navigators help residents learn to use essential online services to access food support, rent, education, employment, childcare and government benefits. Navigators support community members on an ongoing basis (description adapted from NDIA’s definition of digital navigators). EveryoneOn’s Enrollment Assistance Hotline is staffed by digital navigators.