

# Marketing Toolkit





# About LIHEAP

The federal Administration for Children and Families (ACF) describes the Low Income Home Energy Assistance Program (LIHEAP) as a program that “helps keep families safe and healthy through initiatives that assist families with energy costs.” LIHEAP provides federally funded assistance in managing costs associated with:

- Home energy bills
- Energy crises
- Weatherization and energy-related minor home repairs

LIHEAP can help you stay warm in the winter and cool in the summer through programs that reduce the risk of health and safety problems that arise from unsafe heating and cooling practices.

This toolkit contains resources intended to help community-based organization (CBO) grant recipients and other stakeholders ensure that available funding reaches households that need assistance with their heating and cooling costs this year.

You will find a variety of outreach materials with social media graphics, outreach fliers, and fact sheets designed to help keep families safe during the winter and summer months.



LOW-INCOME HOME ENERGY ASSISTANCE PROGRAM



# Social Media

A social media toolkit collects key messages, hashtags, and images to help spread the word about a particular topic on social media. You can use this toolkit to raise awareness of LIHEAP and connect people to services in their area.

Together, we can reach more people who could benefit from LIHEAP's life-saving assistance. Thank you for helping us spread the word about LIHEAP in your communities!

Copy and paste the suggested social media posts or develop your own customized posts to share about LIHEAP benefits. Add the #LIHEAP hashtag to your social media posts and engage with E&E via your personal or organizational accounts.

## SUGGESTED SOCIAL MEDIA POSTS

### X (Twitter):

- If you or someone you know needs help paying home heating or cooling bills, visit our office in (CITY NAME) or call us at (OFFICE PHONE NUMBER).
- More than 1 in 4 U.S. households struggle with their home energy bills, but the Low Income Home Energy Assistance Program (LIHEAP) can help keep the air on! To see if you qualify, visit our office in (CITY NAME) or call us at (OFFICE PHONE NUMBER).
- In 2023, the Arkansas Energy Office issued more than 100,000 energy bill payments to help those in need. If you or someone you know needs help, contact us at (OFFICE PHONE NUMBER OR EMAIL).



### Facebook:

- If you or someone you know needs help paying home heating or cooling bills, visit our office in (CITY NAME) or call us at (OFFICE PHONE NUMBER).
- Winter can mean dangerously cold temperatures for many people. It can also mean households have to face the difficult choice between paying for home heating or paying for family essentials, such as food or medical care. The Low Income Home Energy Assistance Program (LIHEAP) can help keep the heat on! Contact us today at (OFFICE PHONE NUMBER OR EMAIL)!
- Summer can mean extremely high temperatures. It can also mean households have to face the difficult choice between paying for air conditioning or paying for family essentials, such as food or medical care. The Low Income Home Energy Assistance Program (LIHEAP) can help keep the air on! Contact us today at (OFFICE PHONE NUMBER OR EMAIL)!
- The Arkansas Energy Office helped prevent almost 17,000 service disconnections in 2023. If you or someone you know is in need, contact us at (OFFICE PHONE NUMBER OR EMAIL).



## Email

The following images should be inserted into an email for a quick way to send information to potential and past applicants.

### SUGGESTED EMAIL COPY

**Subject line:** Get Help Paying Utility Bills

**Body copy:** The Low-Income Home Energy Assistance Program (LIHEAP) lowers the energy burden for households by helping with heating costs during the winter and cooling costs during the summer for those who qualify.

**Step 1:** Check your eligibility using our income chart. (Note: link “income chart” to the following URL: [https://www.adeg.state.ar.us/energy/assistance/pdfs/liheap\\_eligibility-chart\\_2026.pdf](https://www.adeg.state.ar.us/energy/assistance/pdfs/liheap_eligibility-chart_2026.pdf))

**Step 2:** Contact the community-based organization in the Arkansas county where you live. Find your county contact using our interactive map (Note: link “interactive map” to the following URL: <https://www.adeg.state.ar.us/energy/assistance/caad.aspx>)

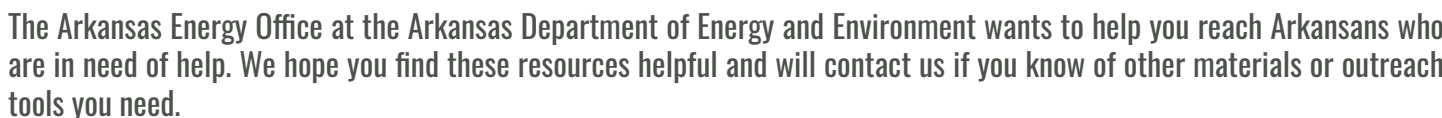
**Step 3:** Apply for LIHEAP benefits. Your community-based organization that serves the county in which you live will help guide you through the process.

Learn more online at our LIHEAP program web page. (Note: link “LIHEAP program web page” to the following URL: <https://www.adeg.state.ar.us/energy/assistance/liheap.aspx>)





The brochure below should be printed in full color on 8.5 x 11 paper and folded in tri-fold style.





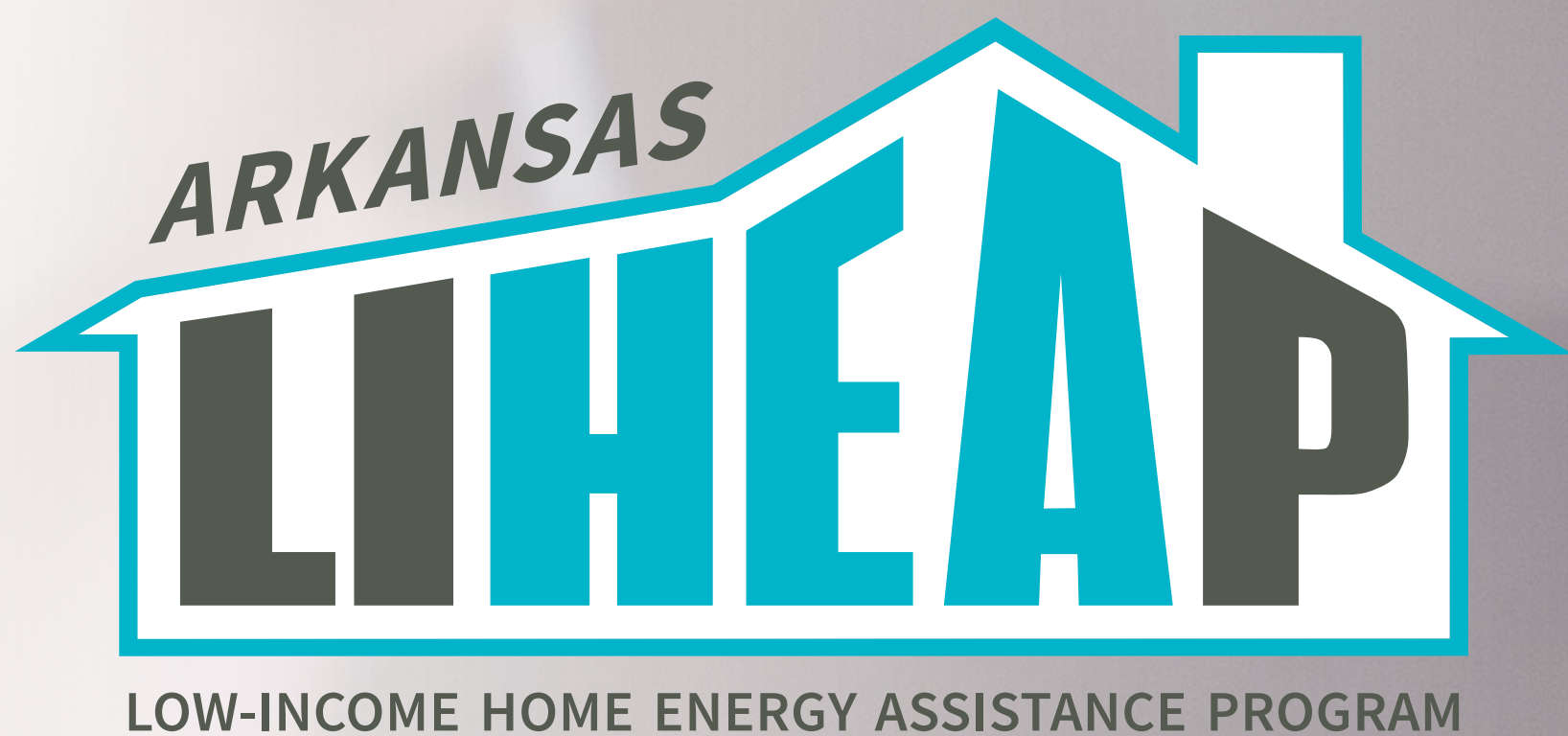


# Get Help Paying Your Utility Bills In 3 Easy Steps!





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## Step 3 *Apply Today!*

Bring the following items with you and your community-based organization (CBO) will help guide you through the process every step of the way.

**With Applications, CBOs require:\*\*\***

### Proof of Identity

- A driver's license; OR
- Another government-issued photo ID

### Social Security Information

- CARDS for household members age 18 or older
- NUMBERS for household minors
- BIRTH CERTIFICATES for infants age one or younger who have no Social Security number

### Proof of Income\*\*

- Employment check stubs from the month prior to the application; OR
- Social Security or other benefit statement(s)

### Utility Bills

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### Lease Agreement

- IF any utilities are included in your rent
- IF you live in subsidized housing, you may not be eligible for LIHEAP

\*\* Applies to ALL household members age 18 and up.

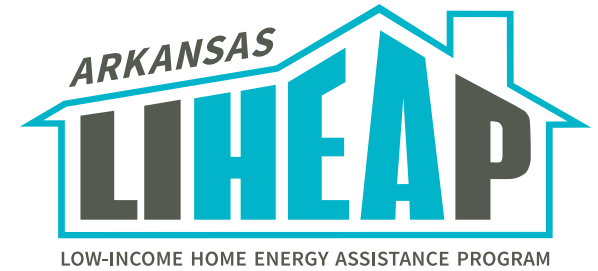
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**Note:** Subsidized households with utilities included in their rent, which do not receive a utility bill, may not be eligible for LIHEAP.



### When Can You Apply?

LIHEAP applications are accepted for WINTER HEATING (primary and/or secondary heating fuel bills) and SUMMER COOLING (electricity bills) assistance on a first-come-first-serve basis. Contact your CBO for the dates LIHEAP is accepting applications.



**Get Help Paying  
Your Utility Bills In  
3 EASY STEPS!**





## Step 1 Check It Out

Check to see if the TOTAL income for all household members is at or below the maximum monthly income limit.

### FEDERAL FISCAL YEAR 2026 ARKANSAS LIHEAP ELIGIBILITY CHART

HOUSEHOLD SIZE	INCOME LIMIT DETERMINED BY:	MAXIMUM MONTHLY COUNTABLE INCOME (MCI)
1	State Median Income (SMI)	\$2,347
2	SMI	\$3,070
3	SMI	\$3,792
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ADD \$688 FOR EACH ADDITIONAL HOUSEHOLD MEMBER

### Additional Eligibility Criteria:

If utilities are included in your rent, you must provide a lease agreement. Your lease agreement is required to demonstrate an energy burden. Energy burden criteria are different for subsidized housing than unsubsidized housing.

## Step 2 Make Contact

### ARVAC | Arkansas River Valley Area Council

227 Highway 333, Russellville, AR 72802

P: (479) 219-5292 • <https://www.arvacinc.org/>

Counties Served: Conway, Franklin, Johnson, Logan, Perry, Polk, Pope, Scott, Yell

### BRAD | Black River Area Development Council

1403 Hospital Drive, Pocahontas, AR 72455

P: (870) 892-4547 Ext: 11340 • <https://bradcorp.org/>

Counties Served: Clay, Lawrence, Randolph

### CADC | Central Arkansas Development Council

714 Edison Avenue, Benton, AR 72015

P: (501) 315-1121 • <https://www.cadc.com/>

Counties Served: Calhoun, Clark, Columbia, Dallas, Hempstead, Hot Spring, Howard, Lafayette, Little River, Lonoke, Miller, Montgomery, Nevada, Ouachita, Pike, Pulaski, Saline, Sevier, Union

### CAPCA | Community Action Program For Central Arkansas

707 Robins Street, Suite 700, Conway, AR 72034

P: (501) 329-0977 • <https://www.capcainc.org/>

Counties Served: Cleburne, Faulkner, White

### CDCAA | Central Delta Community Action Agency

200 Main Street, Rison, AR 71665

P: (870) 536-0046 • <https://www.cdcaa.org/>

Counties Served: Arkansas, Cleveland, Grant, Jefferson, Lincoln

### CRDC | Crowleys Ridge Development Council

2401 Fox Meadow Lane, Jonesboro, AR 72403

P: (870) 802-7100 • <https://crdcnea.org/>

Counties Served: Craighead, Crittenden, Cross, Greene, Jackson, Poinsett, St. Francis, Woodruff

### C-SCDC | Crawford-Sebastian Community Development Council

1617 South Zero Street, Fort Smith, AR 72901

P: (479) 785-2303 • <https://www.cscdc.net/>

Counties Served: Crawford, Sebastian

Connect with the community-based organization (CBO) in the Arkansas county where you live.

### CSO | Community Services Office

2228 Albert Pike Road, Suite P, Hot Springs, AR 71913

P: (501) 624-5724 Ext: 105 or 119 • <https://csoark.org/>

Counties Served: Garland

### EOAWC | Economic Opportunity Agency Of Washinton County

614 Emma Street, Suite M 401, Springdale, AR 72764

P: (479) 872-7479 • <https://eoawc.org/>

Counties Served: Washington

### MCAEOC | Mississippi County, Arkansas Economic Opportunity Commission

1400 North Division Street, Blytheville, AR 72315

P: (870) 776-1054

Counties Served: Mississippi

### M-DCS | Mid-Delta Community Services

610 South Biscoe Street, Helena, AR 72342

P: (870) 338-3412

Counties Served: Lee, Monroe, Phillips, Prairie

### NADC | Northcentral Arkansas Development Council

1900 Lyon Street, Batesville, AR 72501

P: (870) 793-2561 • <https://www.nadcinc.org/>

Counties Served: Fulton, Independence, Izard, Sharp, Stone

### OHC | Our Healthy Communities

506 East Spruce Street, Rogers, AR 72756

P: (479) 636-7301 • <https://www.ohcnwa.org/>

Counties Served: Benton, Carroll, Madison

### OOI | Ozark Opportunities, Inc.

701 East Prospect Avenue, Harrison, AR 72601

P: (870) 741-9406 Ext: 2 • <https://www.ozarkopp.org/>

Counties Served: Baxter, Boone, Marion, Newton, Searcy, Van Buren

### SEACAC | Southeast Arkansas Community Action Corporation

1208 North Myrtle Street, Warren, AR 71671

P: (870) 226-2668 • <https://seacac.my-free.website/>

Counties Served: Ashley, Bradley, Chicot, Desha, Drew

# Get Help Paying Your Utility Bills In 3 Easy Steps!



## Step 1 *Check It Out*

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ADD \$688 FOR EACH ADDITIONAL HOUSEHOLD MEMBER		

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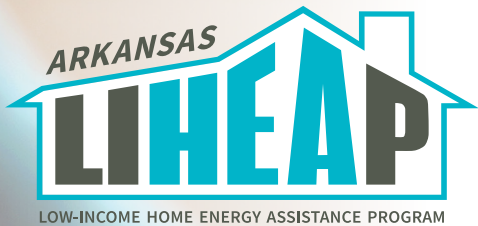
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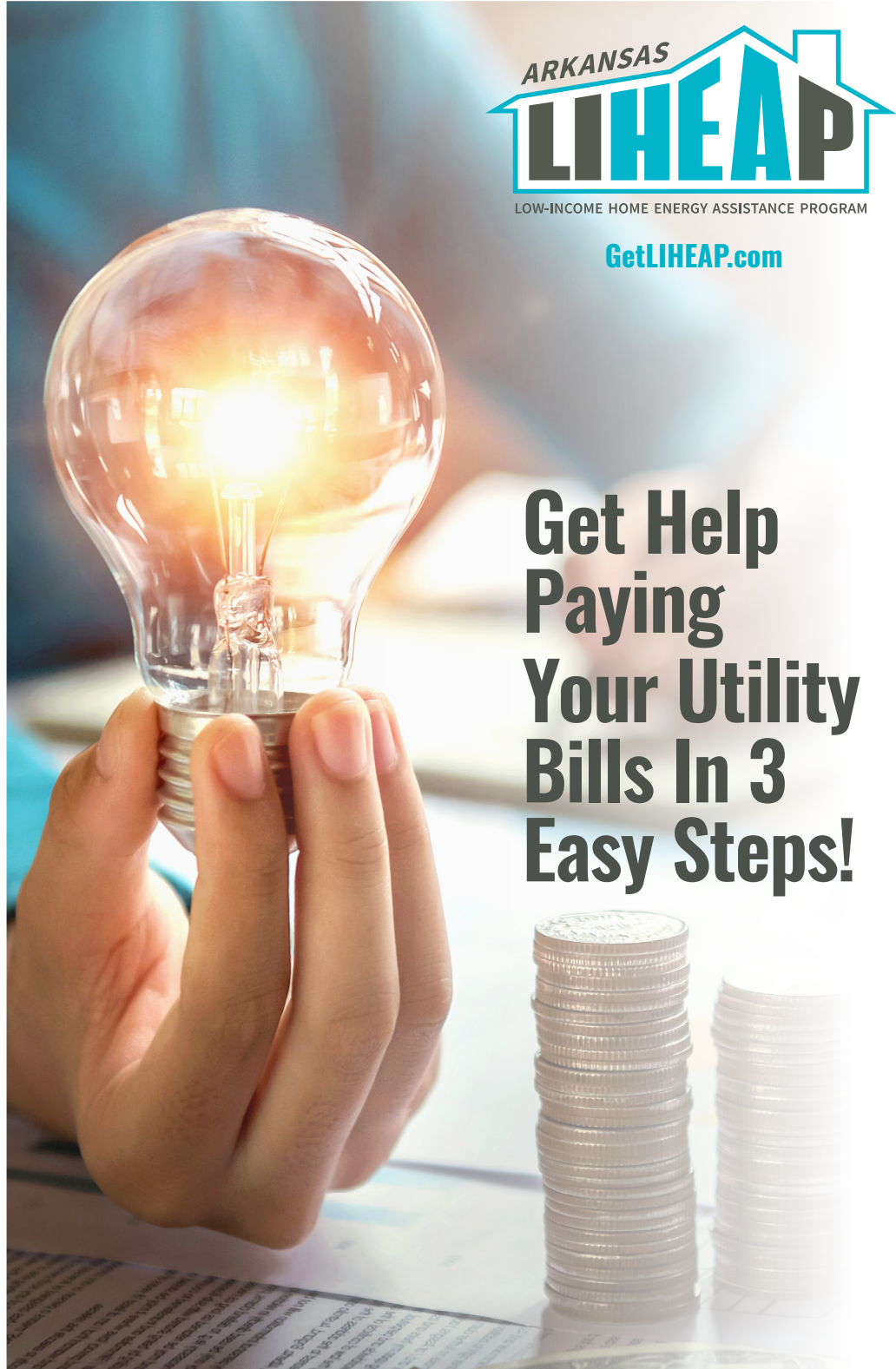
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GetLIHEAP.com



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