



# 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):

- Do you or someone you know need help paying home heating or cooling bills? To find assistance, 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).
- DYK 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:

- Do you or someone you know need help paying home heating or cooling bills? To find assistance, 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. But the Low Income Home Energy Assistance Program (LIHEAP) can help keep the heat on! Contact us today!
- 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. But the Low Income Home Energy Assistance Program (LIHEAP) can help keep the air on! Contact us today!
- DYK 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 are to be inserted into an email for a quick way to send information to potential and past applicants. You can either insert one of the below images into an email or copy and paste with a subject line: Need Help Paying Utility Bills?



# Brochure

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



# Poster

The poster below should be printed in full color on 11 x 17 paper and placed in an easy-to-spot area such as a bulletin board.



**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 2025 ARKANSAS LIHEAP ELIGIBILITY CHART		
HOUSEHOLD SIZE	MONTHLY LIMIT (BASED ON 1)	MONTHLY MAXIMUM COUNTABLE INCOME (2)
1	SMI	\$2,251
2	SMI	\$2,844
3	SMI	\$3,336
4	SMI	\$4,229
5	SMI	\$5,021
6	SMI	\$5,714
7	FIG	\$5,918
8	FIG	\$6,550
9	FIG	\$7,283
10	FIG	\$7,835
11	FIG	\$8,608
12	FIG	\$9,290
13	FIG	\$9,853
14	FIG	\$10,625
15	FIG	\$11,298
16	FIG	\$11,970
17	FIG	\$12,643
18	FIG	\$13,315
19	FIG	\$13,988
20	FIG	\$14,660

ADD \$672 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**

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

**ARVAC** | Arkansas River Valley Area Council  
227 Helena St., Fayetteville, AR 72702  
P: (479) 793-5292 • <https://www.arvac.org/>  
Counties Served: Conway, Franklin, Johnson, Logan, Perry, Polk, Pope, Scott, Van

**BRAD** | Black River Area Development Council  
1422 Houston Ave., Ponchartraine, AR 72450  
P: (870) 892-4547 Ext. 11240 • <https://www.brada.org/>  
Counties Served: Clark, Columbia, Randolph

**CADC** | Central Arkansas Development Council  
714 Union Avenue, Benton, AR 72015  
P: (501) 253-1123 • <https://www.cadc.org/>  
Counties Served: Calhoun, Clark, Columbia, Dallas, Hempstead, Hot Spring, Independence, Lafayette, Little River, Lincoln, Miller, Montgomery, Nevada, Ouachita, Pike, Polk, Pulaski, Saline, Stone, White

**CAPCA** | Community Action Program For Central Arkansas  
101 Maple Street, Suite 700, Conway, AR 72034  
P: (501) 252-6977 • <https://www.ccapca.org/>  
Counties Served: Conway, Faulkner, Saline

**CDCAA** | Central Delta Community Action Agency  
200 East Street, Booneville, AR 71602  
P: (870) 532-6040 • <https://www.cdcaa.org/>  
Counties Served: Arkansas, Crawford, Grant, Jefferson, Lincoln

**CRDC** | Crowley Ridge Development Council  
3412 1st Avenue, Jonesboro, AR 72403  
P: (870) 932-7100 • <https://www.crdc.org/>  
Counties Served: Craighead, Crittenden, Cross, Greene, Jackson, Poinsett, St. Francis, Van Buren

**C-SCDC** | Crawford-Saltwater Community Development Council  
1637 South Pine Street, Fort Smith, AR 72309  
P: (479) 783-2203 • <https://www.cscdc.org/>  
Counties Served: Crawford, Sebastian

**CSO** | Community Services Office  
2225 West Peach Parkway, Little Spring, AR 71993  
P: (501) 624-5224 Ext. 105 or 119 • <https://www.csowk.org/>  
Counties Served: Garland

**EDAWC** | Economic Opportunity Agency Of Washington County  
614 Union Street, Sella in 401, Springdale, AR 72764  
P: (479) 872-7439 • <https://www.edawc.org/>  
Counties Served: Washington

**MCAECC** | Mississippi County, Arkansas Economic Opportunity Commission  
1402 North Division Street, Berryville, AR 72705  
P: (870) 776-1024  
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**M-DCS** | Mid-Delta Community Services  
610 South Bruce Street, Hickman, AR 72542  
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**NADC** | Northeastern Arkansas Development Council  
7800 Lynn Street, Fayetteville, AR 72701  
P: (479) 792-2261 • <https://www.nadac.org/>  
Counties Served: Fulton, Independence, Izard, Sharp, Stone

**ONC** | Our Healthy Communities  
604 East Spruce Street, Rogers, AR 72756  
P: (479) 636-7301 • <https://www.ohc.org/>  
Counties Served: Benton, Carroll, Madison

**OUI** | Ozark Opportunities, Inc.  
161 East Popple Avenue, Warren, AR 72090  
P: (870) 741-8435 Ext. 2 • <https://www.ozark.org/>  
Counties Served: Baxter, Boone, Marion, Newton, Starnes, Van Buren

**SEACAC** | Southeast Arkansas Community Action Corporation  
1208 North Meritt Street, Warren, AR 71071  
P: (870) 226-2636 • <https://www.seacac.org/>  
Counties Served: Ashley, Bradley, Clark, Delta, DeWitt

**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:\*\*\***

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

**Social Security Information**

- CARDS for household members age 18 or older
- NUMBERS for household members
- 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
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**Utility Bills**  
Your most recent utility bills

**Lease Agreement**

- If any utilities are included in your rent
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The Arkansas Energy Office at the Arkansas Department of Energy and Environment wants to help you reach Arkansans who are in need of help. We hope you find these resources helpful and will contact us if you know of other materials or outreach tools you need.



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



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LOW-INCOME HOME ENERGY ASSISTANCE PROGRAM

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### Utility Bills

Your most recent utility bills

### 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.

\*\*\* In some situations, additional paperwork may be required.

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



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



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## BRAD | Black River Area Development Council

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**Counties Served:** Crawford, Sebastian

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## GSO | 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

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

## MCAEOC | Mississippi County, Arkansas Economic Opportunity Commission

1400 North Division Street, Blytheville, AR 72315  
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## M-DCS | Mid-Delta Community Services

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P: (870) 338-3412  
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## NADC | Northcentral Arkansas Development Council

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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

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GetLIHEAP.com

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#### Utility Bills

Your most recent utility bills

#### 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.

\*\*\* In some situations, additional paperwork may be required.

**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!



GetLIHEAP.com

## 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 2025 ARKANSAS LIHEAP ELIGIBILITY CHART

HOUSEHOLD SIZE	INCOME LIMIT DETERMINED BY:	MAXIMUM MONTHLY COUNTABLE INCOME (MCI)
1	SMI	\$2,251
2	SMI	\$2,944
3	SMI	\$3,636
4	SMI	\$4,329
5	SMI	\$5,021
6	SMI	\$5,714
7	FPG	\$5,918
8	FPG	\$6,590
9	FPG	\$7,263
10	FPG	\$7,935
11	FPG	\$8,608
12	FPG	\$9,280
13	FPG	\$9,953
14	FPG	\$10,625
15	FPG	\$11,298
16	FPG	\$11,970
17	FPG	\$12,643
18	FPG	\$13,315
19	FPG	\$13,988
20	FPG	\$14,660

**ADD \$672 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*

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

#### 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

#### 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

## 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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