**Section 758.40 Contribution Solicitation and Program Publicity**

All telecommunications carriers shall publicize the Program to encourage contributions.

a) Annually, each telecommunications carrier shall notify its customers that they may elect to participate in the funding of the Program by electing to contribute, on a monthly basis, a fixed amount to be included in the monthly bills until cancelled by the customers.

b) The customer notification specified in subsection (a) of this Section shall be in the form of a paper or electronic insert or message in the customers bill. The document, as proposed by the Department, shall specify fixed monthly amounts from which customers wishing to contribute may choose. In addition, the document shall contain a telephone number, postcard, mailing address, or e-mail address, if available, that the customer may use to contact the telecommunications carrier in order to initiate monthly contribution billing.

c) On an ongoing basis, the Department shall advertise the program.

d) Telecommunication carrier's directories may include an explanation of the Program as proposed by the Department.

e) The telecommunications carrier shall inform customers verbally or in written format that they may contribute to the Program with all orders for new service installation.