

Notify.gov Case Study: Supporting efficiencies for local administrators of federal programs



A federal-state partnership between the USDA's Food and Nutrition Services, the Washington State Department of Social and Health Services, and GSA-TTS' Notify.gov

PROBLEM CONTEXT

SNAP benefit theft via [EBT card skimming and cloning](#) has been a problem for several years, spurring the federal government to allow state agencies to replace stolen benefits with federal funds. Between July and September of 2024 alone, over \$69 million in stolen benefits were replaced. USDA's Food and Nutrition Service, which oversees the SNAP program, supported offering Notify.gov to state agencies as one method to help prevent and reduce benefits theft.

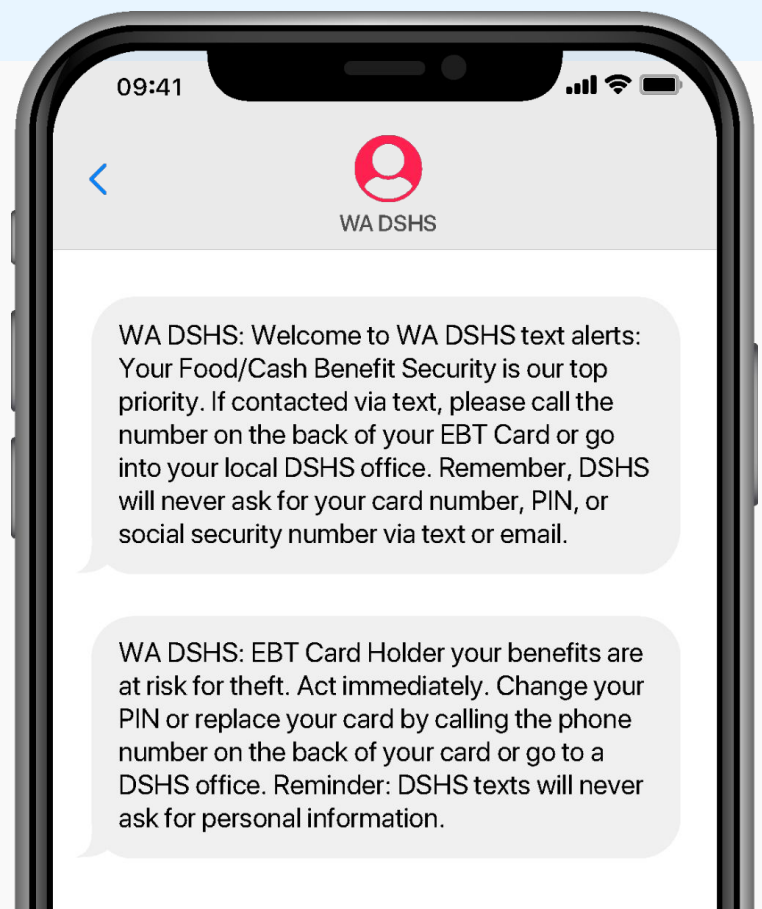
Like many SNAP recipients nationwide, participants in the Basic Food program in Washington state have lost vital access to food benefits through EBT card skimming and cloning. From April 2022 to June 2024, nearly 9,000 customers reported losing \$5.5M in benefits. The Division of Program Integrity (DPI) decided to take a proactive fraud prevention strategy, by increasing data analysis for early detection of card skimming.

WHY TEXTING?

Text messaging help preserve benefits access *and* prevent theft

DPI works to identify compromised cards before benefits can be stolen.

By adding a text message, DPI can send notifications so clients can immediately take action.



TEXTING GOALS

Goals for EBT cardholders



Maintain access to benefits; it's not just about catching criminal actors for customers — It's about having your benefits when you need them, as you anticipated and expected.

Goals for Washington



Understand the effectiveness of texting as a mechanism to contact cardholders more efficiently and effectively and help them understand what safeguarding actions to take.

IMPACT

For cardholders



10,000+

EBT cardholders have been texted since partnering with Notify.gov, with over **9,000** individual benefits safeguard.



300+

EBT cardholders took safeguarding actions after receiving a text.

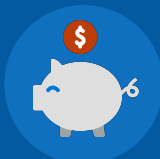
For Washington State Staff



Decreased the need for Washington staff to call or take manual action on these cases



Saved a **minimum of 50 hours** of staff time eliminating phone outreach.



Saving over \$135,000, but in conjunction with all other security safeguard outreach efforts is exponentially larger.



Avoid needing to process stolen benefits claims.

For USDA FNS



Prevent benefits **going to thieves**.



Avoid paying twice for benefits.



Notify.gov

To get involved, visit Notify.gov or contact us at tts-notify@gsa.gov.