

Sample E-mail/ Correspondence/Verbal Communication Bullet Points

To: Joe Smith
From: Jane Brown
Subject: ALICE Report

Joe,

I am a board member with Capital Area United Way and I wanted to make sure that you have been introduced to our ALICE report. ALICE is a report produced from a localized data set, commissioned by United Ways in 2014, to fully understand the needs in our community because federal poverty level is an outdated measure. The data uncovered the fact that [INSERT # FROM COUNTY]% of households in (INSERT COUNTY NAME) county are unable to afford life's basic necessities. ALICE households earn too little to provide for basic needs.

ALICE represents the nearly 931,000 men and women of all ages and races who get up each day to go to work, but who aren't sure if they'll be able to put dinner on the table each night. ALICE is your child care worker, home health aide, store clerk and office assistant – all workers essential to you and to our community's success.

ALICE needs your help. We all have a vested interest in improving conditions for ALICE – their everyday struggles reach beyond personal trials to impact the wider community.

I would welcome an opportunity to meet with you to discuss the ALICE findings and their implications for our community. You can visit www.micauw.org/ALICE to download the ALICE Report or we will be happy to provide one for your office. By raising awareness about ALICE and stimulating a fresh dialogue among residents and leaders, we can, together, improve the overall health of our communities.

Jane

Sample ALICE Social Media - tweets/posts

Please Note: United Ways throughout the state have agreed to social media guidelines when highlighting ALICE data. United Ways have agreed to NOT include the use of specific political hashtags (for example #RaiseTheWage) in social media messages about ALICE.

MI legislators [or input specific hashtag/FB name]: ALICE households struggle & need your support www.micauw.org/alice #meetALICE

MI legislators [or input specific hashtag/FB name]: Make decisions that support working ALICE families www.micauw.org/alice #meetALICE

Meet ALICE - working neighbors/coworkers struggling financially learn more www.micauw.org #meetALICE

Meet ALICE neighbors working but not making ends meet. Learn more www.micauw.org #meetALICE

UW ALICE Report explores why working families are struggling. Learn more www.micauw.org #meetALICE

@micauw funds 49 programs that help ALICE in our community learn more www.micauw.org #helpALICE

Bet you've met an ALICE today at child care? Lunch? Mechanic? Learn more www.micauw.org. #meetALICE

ALICE-Asset Limited, Income Constrained, Employed working friends neighbors coworkers but r struggling www.micauw.org 2read more #meetALICE

ALICE-Asset Limited, Income Constrained, Employed working neighbors struggling financially www.micauw.org 2read more #meetALICE

Household Stability Budget is \$ needed 2support a household housing food transp healthcare childcare learn more www.micauw.org #meet ALICE

Household Stability Budget is cost of food, transportation, healthcare & childcare. Learn more www.micauw.org

Household Survival Budget is \$ needed 2provide basics housing food transp healthcare childcare learn more www.micauw.org #meetALICE

Household Survival Budget provides no thrills basics of living costs such as housing, food, transp, healthcare, & childcare. Learn more www.micauw.org #meetALICE (twit longer)