



Here We Stand For People. For Care. For Medicaid.

Lutheran Services in America: Medicaid Op-Ed Guide

Why We Need Op-Eds

Op-eds offer a practical way for Lutheran Services in America members to highlight the real impact of Medicaid in their communities. They help move the conversation beyond policy language, putting names, faces, and outcomes at the center. Local stories and trusted voices can clarify what these changes mean and why preserving access to care matters to families, providers, and communities.

How to Place an Op-Ed

1. Identify your target: local newspapers, online outlets, or community blogs with a strong local readership.
2. Check the outlet's op-ed submission guidelines, including word count (typically 500–800 words).
3. Submit via email with a short pitch explaining why this is relevant to their readers. A sample pitch is below the Op-Ed templates.
4. If not accepted within 5–7 days, consider submitting to another outlet or self-publishing on LinkedIn or your organization's website.
5. Tag elected officials, community partners, and local journalists when posting your op-ed on social media.
6. Always lead with a real story, then make your policy point.
7. Consider this template a starting point but feel free to infuse with your own language, relevant to your community or point of view.

How to Make the Op-Ed Your Own

Every community is different, so personalize the op-ed with local details and firsthand experience. Insert your organization's name, include a real story, and explain how Medicaid supports your programs and clients. Make it human, not bureaucratic and always include a clear call to action for lawmakers and other stakeholders.

Op-Ed Version 1: For Supportive Lawmakers/Supportive Districts

Headline: Standing Strong for Medicaid in [Your Community]

Subhead: Thanks to strong leadership, our neighbors are getting the care they need.

A few months ago, we met [Sarah], a single mother in [your community], whose daughter had been missing school due to chronic asthma. Through our local Lutheran Services program, supported by Medicaid, her daughter received consistent treatment and preventive care that kept her out of the emergency room and in the classroom. This is not just a story about access. It is about what Medicaid makes possible for real families, every



day. Stories like Sarah's remind us that the current proposed cuts to Medicaid won't just affect abstract budgets. They will ripple through classrooms, clinics, and kitchen tables in every corner of our community.

Right now, Medicaid is under threat. Policy proposals in Washington would take billions out of the system reducing services, creating more barriers to care, and shifting costs to states, hospitals, and families. In a time of rising need, this would be a step backward. We cannot let that happen.

In [your community], we see every day what Medicaid makes possible. Families gain peace of mind. Older adults remain in their homes. Children get the preventive care they need to stay in school and out of the hospital. These outcomes aren't accidental. They exist because our elected leaders have defended a program that works.

Lutheran Services in America members like [your organization] rely on Medicaid to provide care that is rooted in compassion and delivered close to home. That includes mental health support, long-term services for older adults, and help for people with disabilities to live independently. In [your area], Medicaid makes it possible for us to [insert your local example — e.g. keep seniors out of nursing homes, reduce ER use, support caregivers]. These are real results with real lives behind them.

Medicaid is more than a safety net. It is a smart investment in prevention, stability, and long-term cost savings. When people have access to consistent care, they avoid crisis. They stay connected to work, school, and family. And communities are stronger for it. We are proud to stand with lawmakers who understand what's at stake and continue to defend Medicaid. Their leadership helps protect the health, dignity, and security of the people we serve, and we are grateful.

For Lutheran Services in America and our member organizations, Medicaid is the foundation that allows us to live out our mission of compassionate, community-based care. We urge lawmakers and local leaders to protect this program and ensure that it continues to serve the people who need it most.

Here We Stand. For people. For care. For Medicaid.

[Your Name]

[Your Title, Organization]

[Contact Info / Website]

Op-Ed Version 2: For At-Risk or Opposed Lawmakers/Districts

Headline: Protect Medicaid. Protect Our Neighbors in [Your Community]

Subhead: Harmful cuts would put real people at risk.

A few months ago, we met [Sarah], a single mother in [your community], whose daughter had been missing school due to chronic asthma. Through our local Lutheran Services program, supported by Medicaid, her daughter received consistent treatment and preventive care that kept her out of the emergency room and in the classroom. This is not



just a story about access. It is about what Medicaid makes possible for real families, every day.

In [your community], Medicaid is the difference between stability and crisis. We've seen how it helps children stay healthy, how it allows older adults to remain at home, and how it supports caregivers doing everything they can to stay afloat. Now, that lifeline is under threat.

Lutheran Services in America members like [your organization] depend on Medicaid to deliver high-quality, nonprofit care. In [your community], this support helps [insert story or example]. Without Medicaid, many of these services would disappear and families would pay the price.

Cutting Medicaid won't save money. It will just shift the burden to emergency rooms, unpaid caregivers, and local taxpayers. Our organization and others across the Lutheran Services in America network rely on Medicaid to deliver real, measurable results that help people live healthier, more stable lives.

We are calling on our elected officials to protect the programs that hold our communities together. Don't take health care away from children, seniors, and people with disabilities. Let's strengthen Medicaid, not weaken it. Our lives and our communities depend on it.

Here We Stand. For people. For care. For Medicaid.

[Your Name]

[Your Title, Organization]

[Contact Info / Website]

OP-ED Version 3: Religious/faith-based publications

Headline: Here We Stand: Why Faith Calls Us to Protect Medicaid

Subhead: As Lutheran providers, we believe standing with the vulnerable means standing for care.

In 1521, Martin Luther stood before the Diet of Worms and refused to recant what he believed to be true. "Here I stand," he said. "I can do no other." That moment of moral clarity, rooted in faith, conscience, and courage, has echoed through centuries of Lutheran tradition.

Today, we invoke those words again in a different context, but with the same spirit of resolve. *Here We Stand* is not just a message. It is a commitment. It is our response to proposals that would cut funding for Medicaid and make care harder to access for those who need it most.

We believe care is not a commodity. It is a calling. Medicaid helps us live out that calling by providing a foundation of support for children, older adults, people with disabilities, and family caregivers. Through this program, Lutheran Services in America members across the



country provide care that is rooted in compassion and delivered in the communities where people live.

In [your community], that care looks like [Sarah], a single mother whose daughter had been missing school due to chronic asthma. With support from Medicaid, she received consistent treatment that kept her out of the emergency room and in the classroom. Her story is not rare. It is one of thousands. And if the proposed cuts move forward, stories like hers will become harder to tell.

For Lutheran organizations, Medicaid is not just funding. It is how we serve. It is how we walk alongside those who are vulnerable and ensure they are met with dignity, not delay. Cuts to this program would not just hurt individual patients. They would undermine the systems and missions of faith-based providers across the country.

Now is not the time to waver. It is time to speak clearly and with conviction. We call on people of faith, on elected officials, and on our fellow providers to stand with us in defense of care.

Here We Stand. For people. For care. For Medicaid.

[Your Name]
[Your Title]
[Organization Name]
[Website or Contact Info]

Sample Pitch Email to Submit Your Op-Ed

Subject: Op-Ed Submission: The Urgency of Protecting Medicaid in [Your Community]

Dear [Editor's Name],

I'm writing to submit the enclosed op-ed for your consideration. As a local nonprofit provider affiliated with Lutheran Services in America, I see firsthand how Medicaid supports children, older adults, and people with disabilities right here in [City/County].

With harmful cuts being proposed in Congress, now is a critical moment to highlight what's at stake for our neighbors. This piece shares a real story from our community and makes the case for why protecting Medicaid is both morally right and fiscally responsible.

The op-ed is approximately [XXX] words and has not been submitted elsewhere. I would be happy to provide a headshot or any additional information you may need.

Thank you for your consideration, and please feel free to reach out with any questions.

Warm regards,
[Your Name]
[Your Title]



[Organization Name]

[Phone]

[Email]

[Website]

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