

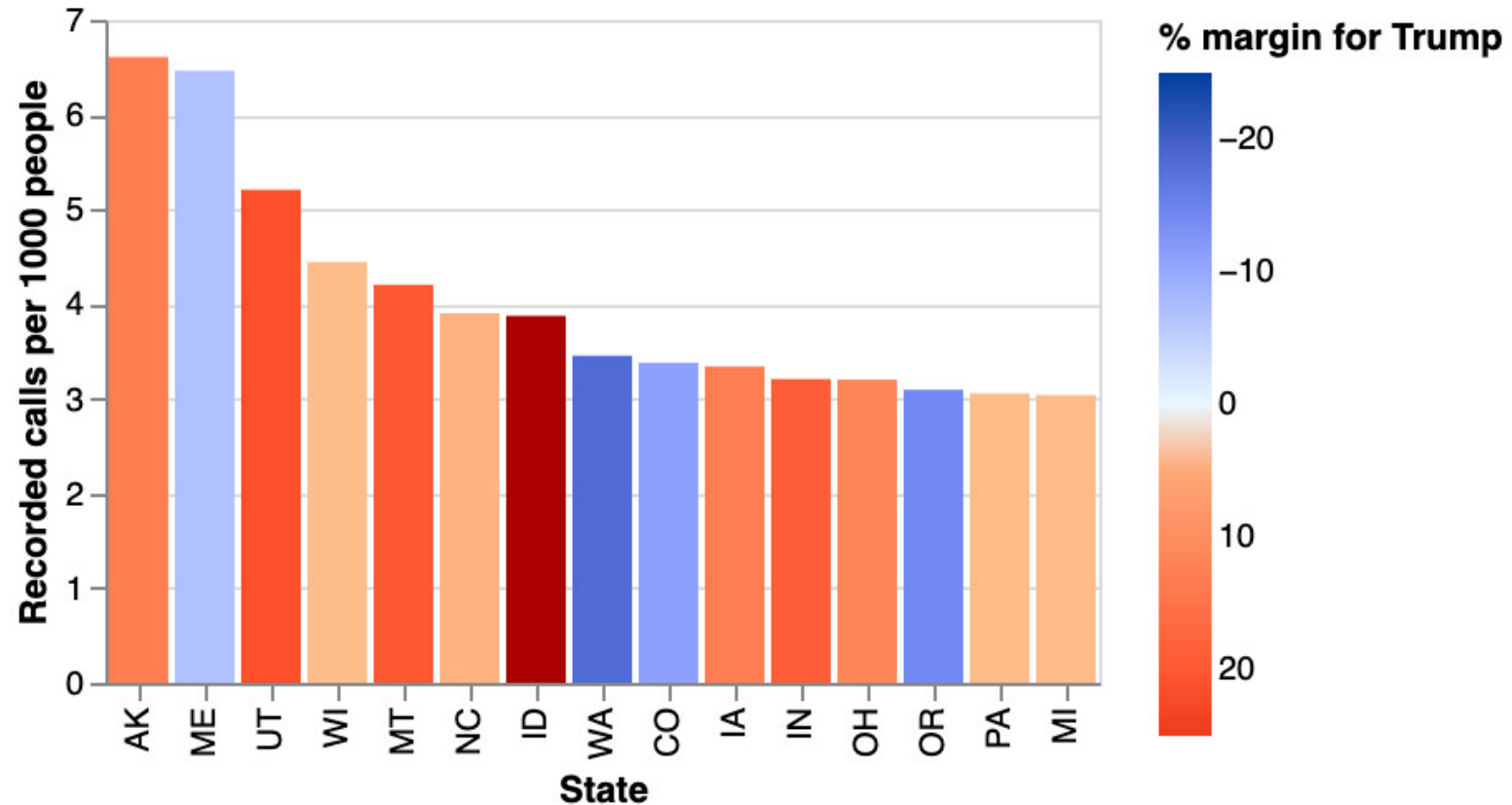
THE RIPPLE EFFECT: TURNING LOCAL VOICES INTO NATIONAL IMPACT

**Movements don't start with millions.
They start with one person willing to act.**

WHY NOW?

- **MILLIONS** at risk of losing coverage, **EVERY** community will be impacted
- Work requirements and budget cuts **ADVANCING** in Congress
- A crowded news cycle means **FEWER** people know what's coming
- There is still time to **MAKE A DIFFERENCE**

Calls per 1000 people via 5 Calls
31 days to May 31, 2025



WHY US?

- **WE ARE TRUSTED**
Our network is rooted in care and community, not politics or profit.
- **WE SERVE ON THE FRONTLINES**
We deliver housing, aging services, disability care, and mental health support across the country.
- **WE REINVEST IN PEOPLE**
As nonprofit providers, every dollar goes back into care, staffing, and community impact.
- **WE'RE ALREADY DOING WHAT WORKS**
Our members use Medicaid to drive smarter, more effective care models.
- **WE BRING MORAL CLARITY**
In a time of confusion, our voice is grounded in service, truth, and shared values.

IT'S NOT MAGIC, IT'S MOMENTUM

- **THE LAW OF THE FEW**

A small group of engaged people can ignite change: connectors, storytellers, and doers.

- **THE STICKINESS FACTOR**

A message that's memorable, repeatable, and emotionally resonant spreads further.

- **THE POWER OF CONTEXT**

Small shifts in timing, tone, or setting can dramatically amplify a message.

YOU DON'T NEED TO BE A POLICY EXPERT

- Personal stories = **POWERFUL ADVOCACY**
- Consistency, compassion, and **CONFIDENCE** are more important than expertise
- **LOCAL IMPACT** resonates more than statistics

WHO WE ARE SPEAKING TO THROUGH MEDIA

- Lawmakers and staff
- Community influencers
- Faith, nonprofit, and civic partners
- The general public
- Medicaid recipients

THE UNIFYING MESSAGE

- Inspired by moral courage, rooted in truth
- Memorable, repeatable, and shareable
- Anchors all advocacy tools

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

What Tools Are Available to You

- Message Pillars & Talking Points
- FAQs & Reactive Q&A
- Op-Ed Templates
- Social Media Guide
- Legislative Meeting Guide
- Story Collection Questionnaire
- Holding Statements
- One-sheet Leave-Behind & Logo

THE KEY PIECE: STORYTELLING

APPLYING TOOLS IN REAL LIFE

- Going to a town hall? → Bring talking points & one-sheet
- Meeting a lawmaker? → Use a message pillar + real story
- Hear a false claim? → Respond with the Q&A
- Need content ideas? → Pull from the social toolkit

FACT + VALUE + STORY = IMPACT

- Facts make it credible
- Values make it resonate
- Stories make it unforgettable

WHAT YOU CAN DO IN 5, 10, 30, OR 60 MINUTES

- 5 mins: Share a post or comment online
- 10 mins: Email your lawmaker or create content on LinkedIn
- 30 mins: Write a letter to the editor
- 60 mins: Host a session, rehearse your story, or pitch media

CALL TO ACTION: USE YOUR VOICE

- If we don't speak, others will speak for us
- Choose one or two actions you'll take this month
- Every action adds up

Thank You

- Here We Stand: For people. For care. For Medicaid.
- Questions or follow-up?