



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

Dear Lutheran Services in America Member,

Across the country, we witness every day how access to affordable, reliable healthcare transforms lives. Medicaid is a cornerstone of this access, supporting children, older adults, individuals with disabilities, and families who rely on it for essential care and financial stability.

H.R. 1, also known as the One Big Beautiful Bill Act, and passed in July 2025, is already reducing access to healthcare by limiting Medicaid resources and increasing administrative burdens on states. As states undertake budget negotiations, local leaders face tough decisions-- however, cutting Medicaid is among the most harmful. It will mean fewer people receiving care, increased financial strain on individuals and families, and higher barriers to access for those already facing the greatest challenges.

In response, Lutheran Services in America is proud to stand with you through the *Here We Stand* (HWS) campaign, a unified effort to protect Medicaid integrity and ensure that all people can access the care they need to live with dignity. **We have developed communications and advocacy tools to support you in your advocacy:**

These tools include:

- A customizable press release template to elevate your voice in news media
- Ready-to-use social media content tailored for LinkedIn, Facebook and X (Twitter)
- HWS branded social graphics to help your posts stand out and reinforce campaign visibility
- A [Medicaid brief](#), titled: *Supporting the Integrity of Medicaid and the People it Serves*, which includes essential context about state challenges.
- An [Action Guide](#) that details options and ways you can engage policymakers to strengthen relationships for the short and long-term.

We encourage you to use and adapt these materials in ways that best reflect your organization's work and the communities you serve. By speaking out now, we can help ensure that those who depend on Medicaid are not left behind.

Thank you for your continued leadership, compassion, and commitment to advocacy in this critical time.

Sue Polis
Vice President of Public Relations & Government Affairs
Lutheran Services in America

Template Press Release

FOR IMMEDIATE RELEASE

April XX, 2026

[Organization Name(s)] Joins “Here We Stand” Campaign, Urges Partnership with Nonprofits to Protect Access to Care as Federal Medicaid Cuts Shift Costs to [State] Residents

[City, State] -- As [State] leaders enter a critical phase of budget negotiations, [Organization Name(s)] announced today it is joining the [Lutheran Services in America](#)¹ *Here We Stand* campaign to protect Medicaid and ensure continued access to care for people across the state. The announcement comes as federal policy changes stemming from H.R. 1, the One Big Beautiful Bill Act, passed in July 2025, are underway, reducing federal Medicaid funding over time, limiting how states finance their share, and introducing administrative requirements that could put [State] residents’ health coverage at risk. Together, these changes are placing immediate pressure on state budgets and raising the stakes of decisions now before policymakers.

“State leaders are facing tough choices, and we don’t take that lightly,” said **[Spokesperson Name, Title, Organization]**. “But the impact of those decisions is felt far beyond spreadsheets. We see it in missed care, further challenges to an already stretched workforce, and families on the financial brink. In the end, cutting Medicaid won’t remove costs from the system-- it will cause [State] providers, communities, patients, and their families to foot costlier bills down the line.

In [State], Medicaid supports [Insert [State Data](#): number of residents, %, key populations.] For many, it determines whether they can access care at home, manage ongoing health needs, remain independent, or stay connected to others in the community. [Insert other details about your State’s Medicaid program.]

Through *Here We Stand*, [Organization Name(s)] and partners nationwide are urging state policymakers to pursue balanced solutions that reflect both fiscal realities and the needs of people who rely on Medicaid-covered care. That means working alongside nonprofit providers to strengthen accountability and improve efficiency while protecting access to essential services, such as home- and community-based services that allow people to remain safely in their homes. *Here We Stand* also underscores the critical role community-based organizations play in delivering effective, locally rooted care that keeps individuals and families financially stable while curbing higher costs for [State] communities by preventing health crises before they occur and reducing costly emergency care.

“At its core, Medicaid reflects a shared responsibility to ensure people can access care and live with dignity,” said **Alesia Frerichs, President and CEO of Lutheran Services in America**. “At a

time when federal changes are placing new strain on state budgets, the path forward must be partnership. We urge state leaders to work with nonprofit providers and community organizations to protect access to care, strengthen what is working, and ensure solutions do not come at the expense of people and their families.”

[Close with a brief update on where your state’s budget process stands and what happens next (e.g., upcoming votes, deadlines, or negotiations), including why these decisions matter now.]

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ABOUT [ORGANIZATION NAME]

[Boilerplate]

¹ Note: Organizations may choose to include or omit “Lutheran Services in America” in this sentence. An LSA boilerplate is included below for those who wish to reference the organization:

ABOUT LUTHERAN SERVICES IN AMERICA

Lutheran Services in America, one of the nation’s largest networks of health and human service providers, is rooted in a century-long, faith-based commitment to service. Its 300 nonprofit organizations operate in 1,400 communities across 46 states, Washington, D.C., and the U.S. Virgin Islands, reaching more than 7 million people each year. Together, they improve outcomes for children, youth and families, support independence for older adults, champion meaningful services for people with intellectual and developmental disabilities, and strengthen stability and purpose for veterans and others. Lutheran Services in America brings together a broad network of leaders, partners and stakeholders, connecting insights, elevating innovation, fostering collaboration, and shaping policies and practices that advance health and opportunity for all.

Social Media Content and Graphics

We've developed a set of draft social media posts and companion graphics tailored for Facebook, LinkedIn, and X to elevate visibility around Medicaid in the context of ongoing state budget decisions. The content is designed to be clear, person-centered, and action-oriented, aiming to balance urgency with credibility. Each platform version reflects best practices:

Facebook posts lean more narrative and community-focused with strong visuals; **LinkedIn** emphasizes leadership voice, policy context, and professional tone; and **X/Twitter** prioritizes concise, high-impact language paired with a compelling stat or quote card for shareability. Graphics should feature real voices where possible (short quotes or paraphrased lived experiences), bold headlines, and clean branding tied to the *Here We Stand* campaign to reinforce recognition and consistency.

To maximize reach and ensure visibility among decision-makers, we recommend strategically tagging key stakeholders in each post. This includes your state Governor, State Budget Director or Office of Budget & Management, State Comptroller or Treasurer, Chairs of State House and State Senate Budget/Appropriations Committees, State House Speaker, State Senate Majority Leader or President, and relevant local media outlets. Where appropriate, posts can also tag advocacy partners and coalition organizations to encourage amplification. Hashtags should be used selectively (2–4 per post) and tailored to the issue and state context (e.g., #MedicaidMatters, #[State]Budget, #HereWeStand). Timing posts to align with key budget milestones or legislative moments and engaging with comments or reshares will further strengthen visibility and momentum.


FACEBOOK

Medicaid helps people stay healthy, live independently, and support their families.

It also serves workers who provide essential services in homes and communities across the country. Without it, workers face impossible tradeoffs between their jobs, their health, and financial stability, and ultimately, employers and local economies feel the impact.

These are the real-life consequences behind budget decisions.

Here We Stand for a stronger workforce and stable communities.

 If Medicaid has impacted your work, we'd welcome your story.

#HereWeStand #Workforce #Healthcare

LINKEDIN

Medicaid plays a foundational role in the U.S. health system, supporting 1 in 4 people in the U.S., including children, elderly adults, and people with disabilities.

As states navigate difficult budget decisions, it's important to recognize that some policy choices do more harm than good. Reductions in access to care often lead to increased strain on families and providers and higher costs down the line.

There are practical, solutions-oriented approaches that can strengthen Medicaid while maintaining access.

Here We Stand for access to care and for policies that work.

#HereWeStand #Budget #PublicPolicy #Healthcare

X/TWITTER

Balancing budgets shouldn't come at the expense of consistent, reliable care.

There are better approaches that protect both.

#HereWeStand #Medicaid