THE
"STAND FOR PENNSYLVANIANS" TOOLKIT

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INTRODUCTION

The Commonwealth of Pennsylvania has been operating for over 135 days without a budget. As a direct result of this impasse, organizations, school districts and counties have been forced to cut services, lay off critical staff, double their caseloads and go to extreme measure to continue operations.

A strong coalition of nonprofit organizations, foundations, United Ways, libraries and school districts have come together to collectively tell their story.

The **STAND FOR PENNSYLVANIANS DAY** is a project organized by the Pennsylvania Association of Nonprofit Organizations, the United Way of Pennsylvania, the Adams County Community Foundation, the Pittsburgh Foundation, the PA State Alliance of YMCAs, the Housing Alliance of Pennsylvania and a growing group of nonprofits and schools districts.

The campaign goal is two-fold:

- To tell the collective story of Pennsylvania citizens directly impacted by the budget impasse
- To mobilize clients and members of local communities to support the bi-partisan efforts already underway to pass the budget

We plan to do this through a media campaign—supplying participating organizations with messaging strategies demonstrating how the community would look different if their organization were not around.

The campaign message is:

Stand for XYZ Clients (e.g. Stand for students attending XYZ School District, etc.)
Pass a budget for all Pennsylvanians—now.

On **November 23, 2015**, nonprofits and school districts are joining together to support the bi-partisan efforts already underway to pass a budget that supports health and human services and other nonprofit organizations.

Local Needs. Local Outreach.

All organizations and communities have stories that demonstrate local need. The tools provided allow every organization and community to develop an action plan that is specific to their local efforts. As a grassroots effort, this campaign will only be as effective as local efforts. The steps below emphasize the need for participating organizations to leverage their own networks.

Participating in the Event:

A. **Register to participate here** so PANO can track the organizations who are engaged in this effort.

B. Contact as many of your fellow nonprofits, school districts and county agencies as you can to invite them to participate in this effort. (YES, forward this Media Toolkit!)

C. Determine which of the media strategies will work best for your organization (e.g. press release, social media outreach, providing access to email so clients, donors, board members can email your state lawmakers.)

D. Prepare all media tools prior to November 23, 2015.

E. Like the **Stand for Pennsylvanians Facebook page** to share the information you collect. This is a one-stop shop to gather overall data so that PANO can tell a more comprehensive story of the impact of the budget impasse.

F. On the day of the event, assign one or more staff member/volunteer to:
   - Engage clients as they come in door to tell their stories
   - Email, tweet and/or Facebook donors and board members to contact their lawmakers
   - Answer questions from the media regarding the impact that the budget impasse has had on your organization.

G. Participate in a post-event survey to let us know what worked and what did not seem to work.

H. Share with PANO what you would like to see as long-term strategies for future state budget processes.

Press Release

Use this sample press release to announce your organization's participation in the Stand for Pennsylvanians Day. Please fill in the highlighted areas with your organization's information.

FOR IMMEDIATE RELEASE   **CONTACT:**
[DATE]   **[Name, Title]**
                                                                                                                   [Phone | email]

STAND FOR XYZ POPULATION (e.g. school children, battered women, etc.):
PASS A BUDGET FOR ALL PENNSYLVANIANS NOW!

[Date, City, PA] On November 23, 2015, [XYZ Org], along with hundreds of nonprofits and school districts are telling our collective story in a statewide *Stand for Pennsylvanians Campaign*. We collectively ask our neighbors, donors and friends to join us in supporting state lawmakers and the governor in their efforts to pass a budget for Pennsylvanians living in XYZ County. If a budget for all Pennsylvanians is not passed soon, [XXX County/Community] will see long-term effects.

Pennsylvania nonprofits help millions of individuals along with families and communities each day by protecting, feeding, healing, sheltering, educating and nurturing bodies and spirits. In [XYZ Community/County], [my organization] provides [XYZ services]. We serve [#] of people per [day, month, year].

Due to the budget impasse, [XYZ Organization] has/will [stop serving # people, reduce hours, cut X services]. If state lawmakers have not passed a budget for Pennsylvanians by [day, month, year], [our organization will shut our doors, reduce hours, stop serving an additional # people etc.].

Many organizations have continued operations by securing loans or lines of credit, spending their reserves and reducing staff hours—a nightmare that threatened the wellbeing of (describe your clients). We have had to (take out a line of credit/spend down our reserves/take a penalty on endowment withdrawals) to continue providing service. We are only one of hundreds of organizations around the state in the same position.

Pennsylvania nonprofits employ almost 13.3% of the Commonwealth's workforce. [My organization employs #] of people (full time and part time). Due to the budget impasse [XYZ Organization] [laid off # people, reduced staff hours, eliminated employees] which reduced services for our clients and also put our employees at risk of needing services themselves.

Please tweet, Facebook or email the Governor's office and your state legislators to pass on this message:

Stand for XYZpopulation (e.g. children attending XYZ school district). Pass a budget for all Pennsylvanians-now**.
#PAPassABudget.**

###

About [XYZ Nonprofit]
[Add a description of your organization here]

Sample Email to Send to Clients/Constituents

Use this sample email to send to your clients and constituents to send out on November 23, announcing your organization's participation in the Stand for Pennsylvanians Day and urging them to contact lawmakers and the governor. Please fill in the highlighted areas with your organization's information.

Dear [enter name],

Pennsylvania has been operating for 145 days without a budget.

Today, November 23, 2015, [XYZ Org], hundreds of nonprofits and school districts are joining together in a *Stand for Pennsylvanians Campaign*.

Join us in asking state lawmakers and the governor to pass a budget for all Pennsylvanians now!

Pennsylvania nonprofits help millions of individuals along with families and communities daily by protecting, feeding, healing, sheltering, educating and nurturing bodies and spirits. [XYZ organization] provides [XYZ services] and serves[#] of people per [day, month, year].

Due to the budget impasse, [XYZ Organization] has/will [stop serving # people, reduce hours, cut X services]. If state lawmakers have not passed a budget for Pennsylvanians by [day, month, year], [XYZ will shut our doors, reduce hours, stop serving an additional # people etc.].

Pennsylvania nonprofits employ almost 13.3% of the Commonwealth's workforce. [Due to the budget impasse, [XYZ Organization] [laid off # people, reduced staff hours, eliminated employees] which reduced services for (describe clients) and also put their employees at risk of needing services themselves.

We invite YOU to send an email to the Governor and your local legislatures to share your story and urge them to pass the budget (email system powered by the Housing Alliance of Pennsylvania).

We also invite YOU to tweet and Facebook the Governor's office and local legislators to pass on this message:

> **Support [XYX population (e.g. battered women and children)]. Pass a budget for all Pennsylvanians—now. #PAPassABudget.**

Find the governors social media information here and your legislatures social media information here. Also be sure to share your story on the Stand for Pennsylvanians Facebook page!

Thank you for joining our collective story.

[XYZ Org]

Sample Email for Clients/Constituents to Send

Use this sample email for your clients and constituents to contact lawmakers. Please fill in the highlighted areas with your organizations information. Or send your clients to the automatic email system, powered by the housing alliance of Pennsylvania.

TO: Governor/Legislatures

SUBJECT: MY STORY: BECAUSE THE BUDGET NOT BEEN PASSED

Dear [enter name],

My name is [first name]. [XYZ Org] provides me and my family with [services]. My neighbors, friends, family and community count on [XYZ Organization]'s services.

Support XYX population (e.g. battered women and children). Pass a budget for all Pennsylvanians—now.

I depend on [XYZ organization] for [XYZ services.] This is how my life has/will be affected if this budget is/was not passed in a timely fashion.

Sincerely,

[name]

Sample Email for State Associations to Urge Member Participation in the Stand for Pennsylvanians Day

Use this sample email to send to members of your organizations before November 23, to announce your organization's support of the Stand for Pennsylvanians Day and to urge them to participate in the Stand for Pennsylvanian's Day. Please fill in the highlighted areas with your organization's information. Include this toolkit in your email!

Dear [enter name],

Pennsylvania has been operating for 135 days without a budget.

On Monday, November 23, 2015, [XYZ Association], along with hundreds of nonprofits and school districts are joining together in a *Stand for Pennsylvanians Campaign*.

We are asking your organization to join us in asking state lawmakers to pass a budget for all Pennsylvanians!

The goal of this campaign is two-fold:

- To tell the collective story of Pennsylvania citizens directly impacted by the budget impasse
- To mobilize clients and members of local communities to support the bi-partisan efforts already underway to pass the budget

We plan to do this through a media campaign—supplying participating organizations with messaging strategies demonstrating how the community would look different if their organization were not around.

In addition to informing the community about the services you provide, you can send an action alert to legislators and the governor notifying them as well. Encourage your clients to send an email to share their story and urge legislatures and the governor to pass the budget, email powered by the Housing Alliance of Pennsylvania. You will find additional media tools that you can use in the attached media toolkit. Please edit them to best fit your organization and community.

Register to participate in the Stand for Pennsylvanians campaign!

Be sure to share your stories on the Stand for Pennsylvanians Facebook page!

Thank you for joining our collective story.

[XYZ Association]

Sample Email for State Associations to Send to Members On Stand for Pennsylvanians Day, November 23

Use this sample email to send to members of your organizations on November 23, to announce your organization's support of the Stand for Pennsylvanians Day and to urge them to participate in the Stand for Pennsylvanian's Day. Please fill in the highlighted areas with your organization's information.

Dear [enter name],

Pennsylvania has been operating for 145 days without a budget.

Today November 23, 2015, [XYZ Association], along with hundreds of nonprofits and school districts are joining together in a *Stand for Pennsylvanians Campaign*.

Join us today by mobilizing your clients and members of your community to ask state lawmakers and the governor to pass a budget for all Pennsylvanians!

Send an email to the Governor and your local legislatures to share your story and urge them to pass the budget (email system powered by the Housing Alliance of Pennsylvania).

Also, tweet and Facebook the Governor's office and local legislators to pass on this message:

> **Support [XYX population (e.g. battered women and children)]. Pass a budget for all Pennsylvanians—now. #PAPassABudget.**

Find the governors social media information here and your legislatures social media information here. Be sure to share your story on the Stand for Pennsylvanians Facebook page!

Thank you for joining our collective story.

[XYZ Association]

Things to Do to Prepare/ Timeline

Collect the following information from your organization and share it to the pages and contacts below:

- Number of employees (part-time and full-time)

- Number of people served (per day, month or year)

- List of services your organization provides

- Steps your organization has had to take due to the budget impasse

- Location (address, town/city, county)

Time-Line

- **Week of 11/16 – 11/20** – Register to participate in the campaign

- **Week of 11/16 – 11/20** – Write your press release using the sample on page 5 and share it with the media, your local lawmakers, the governor's office, PANO and the Stand for Pennsylvanians Day Facebook page.

- **Week of 11/16 – 11/20** - Let your staff, volunteers, board members and other individuals and nonprofits in your community know about the campaign so they can get involved

- **Week of 11/16 – 11/20** – Send out tweets and Facebook posts to let people know about the campaign to generate excitement and participation

- **11/19** - Participate in the *Stand for Pennsylvanians Day* call at 3:00 PM
  Number: 1-866-740-1260 | Access Code: 2361007

- **11/23** - Today is the day!

  o Use the sample social media posts

  o Use the sample email to send to your constituents, clients and members in your community. Direct them to the automatic email set up for the Stand for Pennsylvanians Day

Webpages/Resources

- Facebook page - https://www.facebook.com/StandforPA/

- PANO's Stand for Pennsylvanians Day Webpage: http://pano.org/Advocacy/Stand-for-PA/

- Housing Alliance of Pennsylvania's Automatic Email – http://www.congressweb.com/hap/39

Sample Social Media Posts

Use these sample tweets and facebook posts during the Stand for Pennsylvanians Day along with the graphics. Tag your legislatures in your social media posts; find their contact information on page 13. Fill in the highlighted areas with your organizations information. Also share your own photos of the people you serve!

#PAPassABudget | #StandForPA | #PaNpImpact

Twitter

- (Send out week of 11/16-11/20) 11/23 is #StandForPA day. Learn more & register to participate http://pano.org/Advocacy/Stand-for-PA/Particiapte/ #PAPassABudget #PaNpImpact

- Today, 11/23 is #StandForPA day. Learn morehttp://pano.org/Advocacy/Stand-for-PA/#PAPassABudget #PaNpImpact

- I stand for [XYX population (e.g. battered women and children)]. Pass a budget for all Pennsylvanians—now #PAPassABudget #StandforPA #NPImapct

- Did you know PA nonprofits employ 727,200 people? That's almost 13.3% of PA's workforce. #PaNpImpact #PAPassABudget #StandForPA

- Did you know the PA nonprofit sector contributes $109.8 billion to the state economy? #PaNpImpact #PAPassABudget #StandForPA

- My organization employs [#] people - [tag pa lawmakers] #PAPassTheBudget. #StandForPA #PaNpImpact

- My organization serves [#] people a [day, month year] - [tag pa lawmakers] #PAPassABudget or they won't receive help. #StandForPA #PaNpImpact

- [tag pa lawmakers] #PAPassABudget for all Pennsylvanians #StandForPA #PaNpImpact

- 100% of Pennsylvanians benefit from the work of PA nonprofits. #PaNpImpact #PAPassABudget #StandForPA

- How do nonprofits impact your life and community? #PaNpImpact #PAPassABudget #StandForPA

- 1 of every 8 jobs in our state is in a nonprofit. #PAPassABudget or it will be 0 jobs! #PaNpImpact #StandForPA

FACEBOOK

- (Send out week of 11/16-11/20) November 23 is Stand for Pennsylvanians day. Learn more & register to participate http://pano.org/Advocacy/Stand-for-PA/Particiapte/ #PAPassABudget #PaNpImpact

- November 23 is Stand for Pennsylvanians day. If we don't #PAPassTheBudget, more than [XXX] of people will stop receiving the services they need. Learn more: http://pano.org/Advocacy/Stand-for-PA/ #PaNpImpact #StandForPA [tag pa lawmakers]

- Today is Stand for Pennsylvanians day. [Insert name of your organization], along with hundreds of nonprofits and school districts, is collectively telling our story and asking our community members to send the message to our state lawmakers and the governor to pass a budget for all Pennsylvanians today! #PAPassABudget - Learn more here: http://pano.org/Advocacy/Stand-for-PA/ #PaNpImpact

- I stand for [XYX population (e.g. battered women and children)]. Pass a budget for all Pennsylvanians— now #PAPassABudget #StandforPA #NPImapct

- [Insert your name of organization employs [#] people – [tag pa lawmakers] #PAPassABudget so they can do their jobs. #StandForPA #PaNpImpact

- [Insert your name of organization] serves [#] people a [day, month year] - [tag pa lawmakers] #PAPassABudget or our most vulnerable citizens won't receive the help they desperately need. #StandForPA #PaNpImpact

- Did you know PA nonprofits employee 727,200 people? That's almost 13.3% of PA's workforce! [tag pa lawmakers] if you don't #PAPassABudget most of these employees will be out of a job! #StandForPA #PaNpImpact

- Did you know the Pennsylvania's nonprofit sector contributes $109.8 billion to the state economy. If Pennsylvania doesn't #PAPassABudget soon this contribution will keep getting smaller and smaller. #PaNpImpact #StandForPA

- The time for action is now. [tag pa lawmakers] please negotiate and pass a budget for all Pennsylvanians now #PAPassABudget #StandForPA #PaNpImpact

- 100% of Pennsylvanians benefit from the work of PA nonprofits – how have you benefited? Share your story with PA lawmakers; tell them why nonprofit work matters. #PaNpImpact #PAPassABudget #StandForPA

- 1 of every 8 jobs in our state is in a nonprofit. #PAPassABudget or it will be 0 jobs. #PaNpImpact #StandForPA

FOLLOW PANO FOR MORE POSTS TO SHARE! (ADD OTHER PARTNERS HERE)

@PANONonprofits | Pennsylvania Association of Nonprofit Organizations (PANO)
Like the Stand for Pennsylvanians Facebook page: https://www.facebook.com/StandforPA/

ENGAGE YOUR LEGISLATURES IN STAND FOR PENNSYLVANIANS DAY

USE THESE TALKING POINTS TO ENGAGE YOUR LEGISLATURES AND THE GOVERNOR IN STAND FOR PENNSYLVANIANS DAY. SEND THEM YOUR PRESS RELEASE, TAG THEM IN YOUR SOCIAL MEDIA POSTS, MAKE PHONE CALLS AND LEGISLATIVE VISITS.

FIND YOUR PENNSYLVANIA LEGISLATORS AND THE GOVERNORS CONTACT INFORMATION:

Find your legislator: http://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/

Officers and Leadership in the House:
http://www.legis.state.pa.us/cfdocs/legis/home/member_information/house/officers.cfm

Officers and Leadership in the Senate:
http://www.legis.state.pa.us/cfdocs/legis/home/member_information/senate/officers.cfm

Governor's Office:
https://www.governor.pa.gov/contact/

CONVERSATION SUGGESTIONS:

- I am [Your Name] and I work for [Organization], a nonprofit in Pennsylvania.

- We employ [x] people throughout Pennsylvania.

- Our mission is to [Your Mission].

- We provide [these services] to [this many] Pennsylvanians per (day, month, year).

- My agency is under contract to provide [services] to [your consumers].

- Due to the budget impasse, my organization has had to [borrow money, lay off staff, close doors, etc.].

- The time for action is now. Support [XYX population (e.g. battered women and children]. **Pass a budget for all Pennsylvanians now!**

Use the Pennsylvania Nonprofit Economic Data Sheet to give facts about Pennsylvania Nonprofits

Use the Housing Alliance of Pennsylvania's Automatic Email System to share your story and encourage legislature and the Governor to pass the budget: http://www.congressweb.com/hap/39
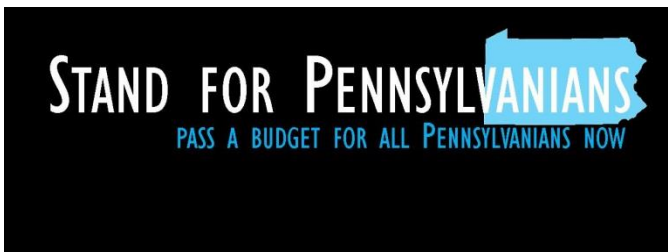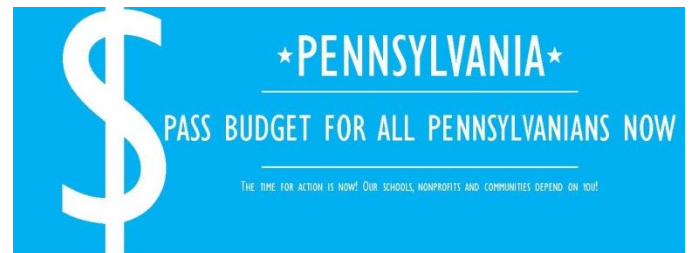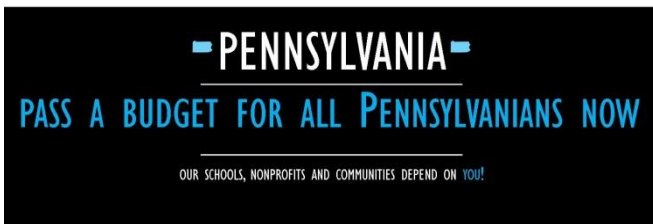
GRAPHICS

THESE IMAGES WILL BE DOWNLOADABLE ON OUR WEBSITE

PROFILE PICTURES:

HEADERS:

ACTION BUTTONS

SUPPORTING DOCUMENTS AND ADDITIONAL RESOURCES

Housing Alliance of Pennsylvania Take Action Website

Use this site to send inform legislators of your story and encourage them to pass the budget. Include this link in emails to your constituents, clients and the general public.

Pittsburgh Foundation's PA People Count Campaign

PA People Count is a project of The Pittsburgh Foundation and the United Way of Southwestern Pennsylvania. This is a statewide social media campaign designed to demonstrate the critical services that Pennsylvania's nonprofits provide.

United Way of Pennsylvania Survey Results

PANO partnered with the United Way of Pennsylvania to conduct a budget impasse impact survey in late September and early October. The responses represent 282 organizations which served more than 200,000 Pennsylvanians who receive services normally funded by state and federal dollars. Check out the survey results and use these facts in your conversations.

Pennsylvania Nonprofit Economic Data Sheet

This PA Nonprofit Economic Data Sheet from Independent Sector has information on Pennsylvania's nonprofit sector including, the number of people PA nonprofits employ, the revenue generated each year by nonprofits and more.

Stand For Your Mission

This campaign seeks to unleash the full potential of the nonprofit sector to create positive impact by engaging board leaders more directly in the advocacy work of their organizations. Check out this website for extra tools and resources!