

Principles for PA's ALICE[®] Launch



Network tips and strategy

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Talking about ALICE in PA

Goals for the network



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When we talk about ALICE

- The term ALICE refers to anyone who lives at or below the survival budget threshold but above the federal poverty level.
 - Note – watch for terminology – “below the ALICE threshold” includes below federal poverty level
- **The survival budget is a good measure of the cost of essentials, but it is not sustainable.** The stability budget is a better measure of what it takes to sustain a household in the modern economy. The survival budget is not the end goal. The closer a family moves to the stability budget, the better off they will be.
- United Way’s goal is to engage business, government and nonprofit partners to work with us on solutions which help ALICE move along a path to financial stability.

When we talk about ALICE

- Most people who live at or below the survival threshold hold at least one job. This includes 65 percent of people who live below the official federal poverty level.
- Every ALICE household is unique, and their barriers to achieving family-sustaining employment and greater financial stability are also unique.
- Look at workforce development from a broad perspective – not just hard skills and passing a drug test. It's also about reliable transportation, and affordable child care and access to health care.
- ALICE is the keystone of Pennsylvania's economy, and essential to the quality of life we enjoy today, because they are the care takers and maintainers of our communities.

When we talk about ALICE

- Don't just focus on the day to day struggle – honor ALICE's aspirations to tell the most human stories. They want to save for a child's education, take the family on a memorable vacation, buy a more reliable car, fix the furnace, own their first home.
- Assert United Way's leadership – you have given your community a better way to measure what it costs to live in your community, and a data set which paints a clearer picture of where ALICE lives or works. You are positioned to lead community conversations which will help zero in on meaningful change for ALICE.
- It's overwhelming data – be ready to help your volunteers and your partners chunk this down into digestible pieces.

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What to expect before, during and beyond launch



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Lead up to launch

- ALICE learning community live on UWP's web site
- Non-participating United Ways have an opportunity to receive a basic briefing on the ALICE research on June 12
- UWP staff will conduct a preview briefing for legislative staff, administrative agency staff and key advocacy partners – June 13
- Local United Ways are able to invite special partners to a preview webinar which takes place on June 14
- LaTorre Communications will assist with media pitching.
- Statewide media advisory – distributed June 11

Deliverables for June 18

- Flash drives which contain county fact sheets, editable templates for ALICE materials, support for basic social media messaging
- Statewide Press release – shared with ALICE United Ways in May
- UWP's public ALICE web site, which will include at launch:
 - Interactive map for county and municipal data w/ links to county sheets
 - Full published ALICE report
 - Intro to ALICE video
 - Why United Way cares about ALICE video
 - The ALICE Experience – online simulation
 - Meet ALICE videos – Preston from Carlisle, PA

Deliverables for Summer/ Fall

- News clips tracking on UWP ALICE web page
- Beginning of webinar training opportunities through ALICE learning community
- Recruitment for United Way of Pennsylvania ALICE Council of Partners
- Statewide ALICE summit – looking for sponsors, speakers, programs and partnerships to highlight; invite list
- Phase 2 of social media messaging
 - This will include shorter videos for use on social media

Sustaining the ALICE effort – state level activities

- Testimony at legislative committee hearings
- Connecting ALICE data to issues which are getting air time at the state and federal level
- Bipartisan policy agenda for ALICE?
- Research product co-authored by the Early Learning Investment Commission and UWP focused on child care
- Cliff effects research partnership with DHS?
- Possible future leverage with the Start Strong and Pre-K for PA campaigns

Launching ALICE locally

- Prepare your local United Way to be the ALICE expert in your footprint
- Invite special partners to get an advance look with UWP on June 14
- Prepare your board with a “top 5” of your takeaways from local data
- Engage your board in a discussion about how this fits with your strategic plan
 - UWP staff are available to support this conversation
- Lay the groundwork for community conversations about ALICE

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Local strategy: community conversations about ALICE



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Turning data into action

- UWP suggests the Harwood community conversation model as one way to start to wrap the community into solutions for ALICE.
- Identify aspirations for the community, what stands in the way, map community assets, visioning to remove obstacles, identify who is important to build solutions that move toward community aspirations.
- Invite:
 - Local government
 - Business
 - Nonprofit partners
 - Community foundations

Talking to your board about ALICE

- Ask questions about perceptions and see how they match up to what the ALICE data shows
- Guide them past being overwhelmed by the magnitude of the challenge – encourage them to measure success by household units you are able to help on a path to financial stability.
- Emphasize broad thinking
- Don't make isolated decisions – talk to partners, the community
- Ask them to help you connect to experts or prepare for hard conversations
- Use the data to challenge anecdotes and archetypes

Talking to the business community about ALICE

- Know the data – use it to challenge anecdotes and frame
- Understand the historical model of hiring isn't working right now for many employers – this is a good moment in history for us to make inroads for ALICE
- Consultative selling to find out what the needs are in your area
- Be prepared to pivot
 - “It’s a government problem.”
 - “Now I understand the cost of the essentials for my employees and how that sits within our compensation policy.”
 - “Where do benefit cliffs happen?”
 - “The workforce in our community doesn’t have the skills my business needs.”