

ALICE Messaging Across our Network





ALICE: Asset Limited, Income Constrained, Employed





Goals of the ALICE Project

- 1
- The ALICE household survival budget becomes the standard measure used by nonprofit, government, business, and academic institutions to define financial insecurity and social equity; changing the common vernacular from "working poor" to "ALICE"

- 2
- Organizations from various sectors work together to drive and implement institutional and systemic changes to remove barriers for working ALICE families

3

Employers and policy makers recognize the value of all jobs so that those who work hard and help keep our local economies running, earn fair wages and benefits, have job security and opportunities for advancement, have predictable work schedules, work in health and safety compliant environments, have a voice in the workplace, and have enough flexibility to do their jobs well while caring for their families





Can a word change a conversation?

Used car vs. Certified pre-owned Gambling vs. Gaming Working poor vs. ALICE





Common language

United For ALICE project components:

- ✓ ALICE Report
- ✓ National ALICE Advisory Council
- ✓ Research Advisory Committee
- ✓ ALICE Learning Community
- ✓ Local Community Impact work

Project "Frequently Asked Questions"







Brand usage guidelines

Adherent to UWW standards:

✓ United For ALICE

Usage of ALICE guidelines:

✓ ALICE stands for Asset Limited, Income Constrained, Employed

- ✓ Never use "and", "yet", or "but"
- ✓ Never separate ALICE by periods
- ✓On websites, hyperlink first reference to area of website dedicated to ALICE, or to UnitedForALICE.org



MEET ALIC

ALICE, an acronym for Asset, Limited, Income Constrained, Employed, is a way of defining our families, neighbors, and colleagues (men and women) who work hard, earn above the Federal Poverty Level, but not enough to afford a basic household budget.

ALICE works in jobs that support the rest of the community, ALICE educates our children, keeps us healthy, and makes our quality of life possible. But these low-wage professions, often in the service sector, do not pay enough for ALICE to be financially stable. These families are forced to make tough choices, such as deciding between quality child care or paying the rent, which have long-term consequences not only for ALICE but for all of us. The future success of our communities is directly tied to the financial stability of ALICE households.

OUR VISION

We envision a world where all those who work to keep our local economies running can support themselves and their families.

MISSION

To have ALICE become the standard measure used by nonprofit, government, business, and academic institutions to define financial insecurity – thereby changing the common vernacular from "working poor" to "ALICE."

CLANS

- Shift the public policy agenda from poverty and amelioration to ALICE and systemic change so that all families
 can meet their basic needs
- Enhance the work of our partners by providing best practices for using the ALICE data to inform community impact strategies and emotionally connect with individuals and communities

Asset, Limited, Income, Constrained, Employed







Trademark usage guidelines

"ALICE" is a registered trademark (US. Trademark Serial No. 86524117)

- ✓ The ® symbol should be used in the first and/or most prominent mention
- ✓ It is not necessary to add the ® symbol every time the word ALICE is used
- ✓ On a website, each web page bearing the ALICE mark should be considered a unique document, demanding the use of the symbol ® with the first use

STANDARDS FOR CONSISTENCY

When explaining the meaning of the acronym ALICE in copy (such as brochures, website, etc.), use the following quidelines:

- On first reference always bold ALICE and first letters of the explanation of the acronym. Example: ALICE stands for Asset Limited, Income Constrained, Employed
- Subsequent references should be noted all in caps, no bold, Example: ALICE lives in every communit
- Never use "and", "yet", or "but" in the explanation of the acronym
 Never separate ALICE by periods indicating that it is an acronym it is both an acronym AND a
- person's name representing a population, so it should be treated as such o
 On websites, hyperlink first reference to the area of the website dedicated to ALICE, or to
 UnitedForALICE.org for more information on the project or work
- When referring to the new ALICE web address in text, please capitalize as follows: UnitedForALICE.org
- "ALICE" is a registered trademark (US. Trademark Serial No. 86524117). The purpose of using the [®] symbol is
 to notify other parties viewing the material that ALICE is owned and protected. The [®] symbol should be used in
 the first and/or most prominent place the name is featured, i.e., on the cover of a brochune, in the heading
 of an advertisement, or in headings or subheadings in text pieces. It is not necessary to add the [®] symbol every
 time the word ALICE is used. On a website, each web page should be considered a unique document,
 demanding the use of the symbol [®] with the first use on each individual web page.
- Introducing our new identity: United For ALICE is the term used to describe the umbrella of work to both
 reveal and address the needs of this population, including the research, the ALICE Reports, the National ALICE
 Advisory Council, the Research Advisory Committees, the ALICE Learning Community, the collaboration of
 entities engaged in this work, and the local Community Impact work to address the needs of this population.
 - The visual identity (e.g., typography, color palettes, etc.) will align with United Way's standard visual identity. United for ALICE will have its own logo (see page 4.) We will continue to represent the ALICE work in the "FightyWin" paradigm outlined in the United Way Brand Standards.
 - The new name, United For ALICE, keeps a loose tie to United Way since it is related to the established names of other collaborative efforts (Women United and Mission United, for example)
- ALICE Report is the official name of the body of research published for each state or region. The full name should be used on first reference in documents, for citations, and in press releases. When citing information from one of our state reports, the following format should be used:
 Source: [State] ALICE Report, year (i.e., Source: Florida ALICE Report, 2014)
 - For references to material produced prior to January 2019, citations were formatted as follows: United Way ALICE Report – [State], [year]

HISTURICAL CUNTEX

- As of January 2019, United For ALICE replaced United Way ALICE Project as the brand identity to encompass the body of ALICE research and social action initiatives.
- This unique brand identity clearly represents that this body of work is not under the ownership of United Way Worldwide but is rather the idea of one local United Way that has developed into a collaboration involving many local and state United Way organizations.
- We are NOT required to rebrand any published products or supporting materials developed prior to the launch
 of the new brand; reports, products, templates, materials, and any other assets that were created prior to this
 brand shift may remain.
- Prior URL, UnitedWayALICE.org, and social media handles (@UnitedWayALICE) have been renamed and redirected to reflect the new brand identity.





ALICE: The messaging strategy

New word defining new story

Primary messages

- ✓ Not just a fact or stat
- ✓ Huge & hidden population
- ✓ You know and need ALICE
- ✓ ALICE's struggles are familiar
- ✓ There is hope

Primary goals

- ✓ Provide common language
- ✓ Challenge current thinking

United Way of Morris County: ALICE Project

Task Force on the Low-Income Population of Morris County



You may not know it, but you already know. ALICE. In fact, you know a tot of ALICEs. ALICE residents are people we all depend on every day. They are cashiers, child care workers, food service personnel, librariams, bank tellers; health care eides, repar technicisms, landscapers, and auto mechanics; people you cross paths with on a daily basia.

ALICE is passely an acronym that stands for. Asser Limited, Income Construened, yet Employed. Those may be impersonal words, but they

represent real people, real families, and real neighbors. For behind the accomym are thousands of neal ALICEs, hard working Morris County residents who live each day just one step away from potential and debilitating orbis.

Recently, a stellar group of United Way volunteers' conversed to take a deeper look at this unique population. What they found rise startling – and has startling white the way we think about our community. The statistics reveal that deeps the fact that Moris County is one of the top 10 vestifiest counties in the country, there is a large, often indider, for-wage population living throughout the country. These individuals and families live in the gray area between stigled powers, and some semilarine of financial and social stability.



So, how pervasive is the problem in Morris County? ALICE recidents are defined as earning above the powerty line [521,000 annually for a family of four) but below the level of self-sufficiency (considered to be \$80,000 annually for a family of four.) What is startling is that the research shows that nearly 25 percent of Morris County falls into the ALICE population.

The bottom line is that ALICE residents are upstanding distans trying to make a living in Morris County. They are employed, but have low paying jobs with little opportunity for advancement. They may have enough to eat and a roof over their heads, but nothing seved. ALICE residents have many strengths and the potential to become financially stable; however, for ALICE residents, a "minor" setback such as a car repair, a leeky roof, or the responsibility of caring for a loved one can cataput them into a spiral of poverty, homelessness, and suffering.

Why does this matter to you? Because, in order to keep our communities healthy and growing we need our ALICE neighbors to be healthy, too.



What is United Way deing for ALICE? Under Way considers financial as the property of the property of the property of the property of the services of the property of the prop

With the ALICE Study Project, we better understand the families and individuals liming and working in Morris County who struggle every day just to risks ands meet. We have more clearly identified the challenges that prevent this to-income population from attaining financial independence. Armed with this information live are convening agencies, corporations, faith-based organizations, institutions and

are convering agencies, corporations, naminosed organizations, institutions and individuals because only together can we effectively address these issues and help ALICE residents three in our reight/orthoods.

What can YOU do to help ALICE? With your support we will continue to addresses critical ALICE asses. Your support would help hundreds of our ALICE neighbors on their journey to self-sufficiency.

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LIVE UNITED, GIVE, ADVOCATE, VOLUNTEER.





Not just a stat: Huge & hidden population



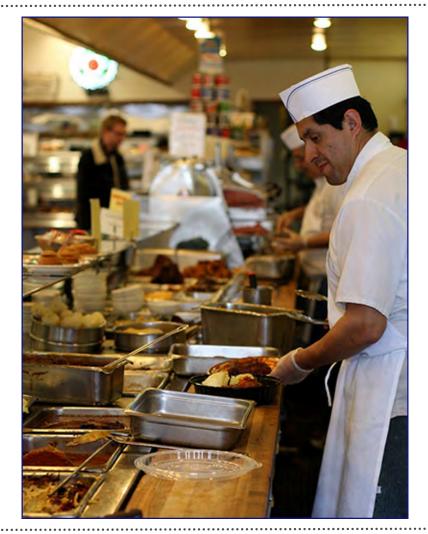






You know and need many ALICEs

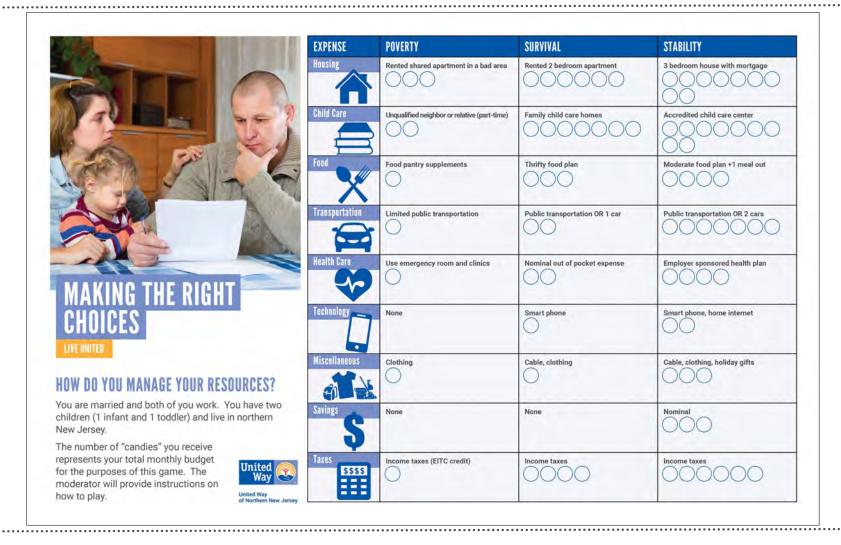
Drop off at child care center Fill up gas tank Grab lunch at favorite deli Stop for milk on way home Check in on your aging parent







ALICE's struggles are familiar, but more dire

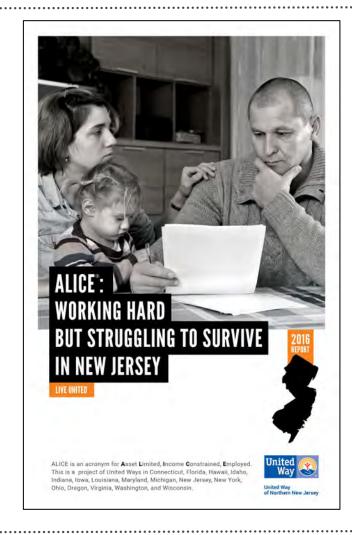






But there is hope; we all own the solutions

Call to action: Be an ALICE ambassador

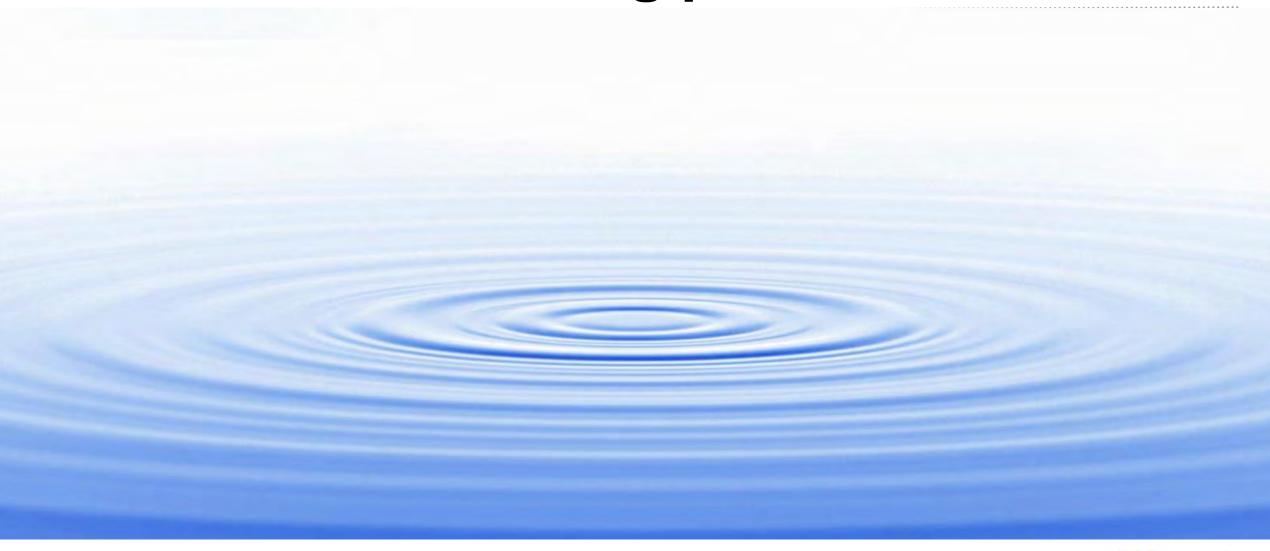








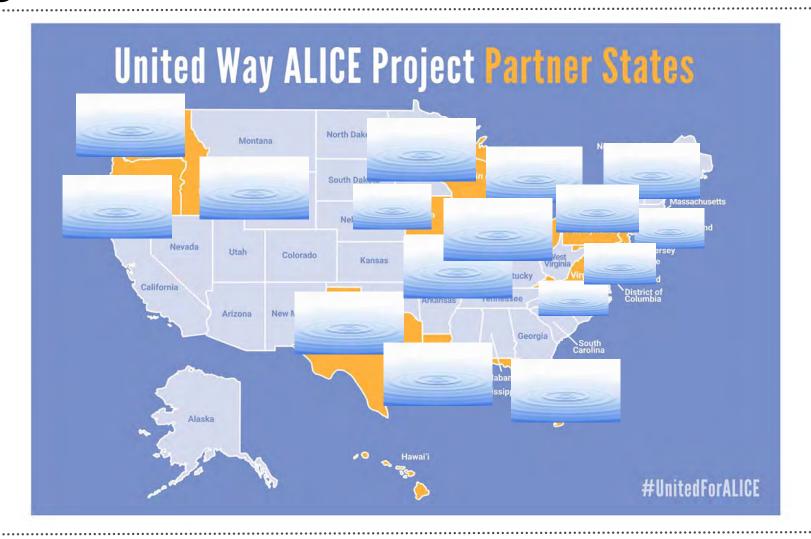
ALICE: The marketing plan







Really, it looks more like this







The inner ring: getting buy-in

Target audience:

- ✓ Staff (now regional United Way)
- ✓ Board (totally new board)
- ✓ Key Volunteers (later advocates)

Tools:

- ✓ The Report
- ✓ Conversations
- ✓ Work groups







The teaser campaign

Prior to public launch suggested exclusive copies be mailed with cover letter.

Target audience:

- ✓ Elected officials
- ✓ United Ways in the state
- ✓ United Way Worldwide
- ✓ Corporate execs

August 20, 2012

Dear (cfirst name)),

Consider this: One in four households in New Jersey is walking a financial tightrope, unable to afford this state's high cost of living, one emergency from falling into poverty.

And yet, typically the headline reads: "N.J. household median income ties for highest in country".

Next month, United Way of Northern New Jersey will unveil its first statewide ALICE Study, upending the conventional view of New Jersey. The reality is that 1.1 million New Jersey households are unable to afford life's basic necessities. That number includes those living in poverty and a population often overlooked — ALICE, a United Way acronym for Asset Limited, Income Constrained, and Employed.

ALICE is working and paying taxes like the rest of us. ALICE represents the men and women of all ages and races who get up each day to go to work like you and me, but who aren't sure if they'll be able to put dinner on the table each night. They are our child care workers, our mechanics, our home health aides, store clerks and office assistants – all workers we cannot like without.

We've all heard anecdotally how our social service systems have come under increased strain in recent years. Our ALICE report provides the detailed analysis and data that explains why so many are struggling. For example, here's some of what we've uncovered:

- Half of New Jersey's 566 towns have 30 percent or more households earning less than what is needed to afford the basics
- One-third of ALICE households are headed by those in their prime wage-earning years, 45- to 64-years-old
- . More than half of all jobs in New Jersey pay less than \$20 an hour; \$40,000 annually

ALICE is a real and significant population that I believe we ignore at the perit of the future wellbeing of all our communities. I hope that you share United Way's concerns about this growing disconnect and its impact on our communities. I would like you to be a part of the wide community dialogue around these issues and invite you take an advance look at the new ALICE Study. Our public release date is September 3. You can access the full report on August 27ⁿ, 2012 at www. United WayNNJ.org/ALICE.2012 with the password EveUnited.

I hope you will join us in raising awareness about ALICE and stimulating a fresh dialogue among community leaders about how, together, we can provide ALICE an opportunity to succeed.

John

(John B. Franklin





ALICE roadshow

Target audience:

- ✓ Relevant Conferences
- ✓ Local and Federal gov't officials
- ✓ Corporate Partners
- ✓ UWW & system

Tools:

- ✓ The Report
- ✓ Presentations
- ✓ "Community Conversations"









ALICE awareness campaign

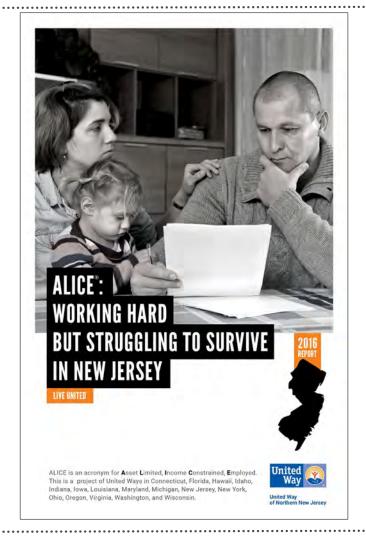
"Cliff notes" booklet highlighting key data, packaged with call-to-action (Give, Advocate, Volunteer)

Target audience:

✓ Community

Uses:

✓ Leave-behind at events, meetings, conferences







Awareness campaign

Campaign Toolkit Sell-sheet Target audience:

✓ Campaign coordinators

Uses:

✓ Content for integration into corporate campaign season







Awareness campaign

Meet ALICE posters

Target audience:

✓ Community

Uses:

- ✓ Events
- ✓ Campaigns





2,587,900 laborers and

movers in the U.S. earning

\$27,620 per year.





Awareness campaign

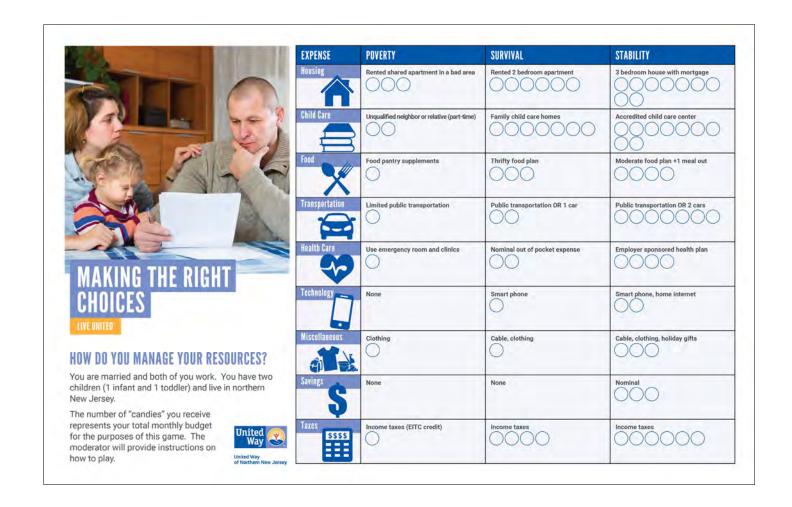
Making Choices game

Target audience:

- ✓ Community
- ✓ Donors

Uses:

- ✓ Events
- ✓ Workplace Campaigns







Integrate ALICE into local website for launch







UnitedForALICE.org

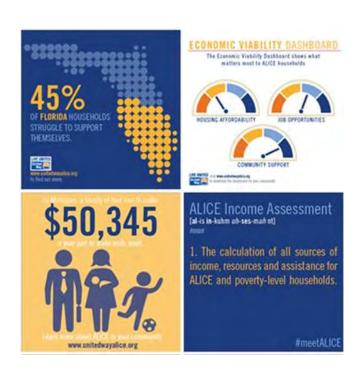






ALICE social media

- √ Facebook.com/United4ALICE
- ✓ @United4ALICE











"ALICE for me was that aha moment when I realized that ALICE isn't someone 'unknown' to me that has needs in our community. It was the realization that ALICE is my colleague, my neighbor, my friend that says hi to me at the gas station, etc. At that moment I was able to put a face with ALICE, and fully grasp who United Way helps."

> Jonathan Tobar Former Campaign Chair





ALICE timeline

ALICE IS BORN! The idea for ALICE is born FIRST REPORT The first ALICE report for Morris County, New Jersey is published **NEW JERSEY REPORT** The first statewide report is published **BEYOND NEW JERSEY** Connecticut, Florida, Indiana, and Michigan join

the project



GIVE. ADVOCATE, VOLUNTEER.

United Way of Northern New Jersey

UnitedWayNNJ.org/ALICE

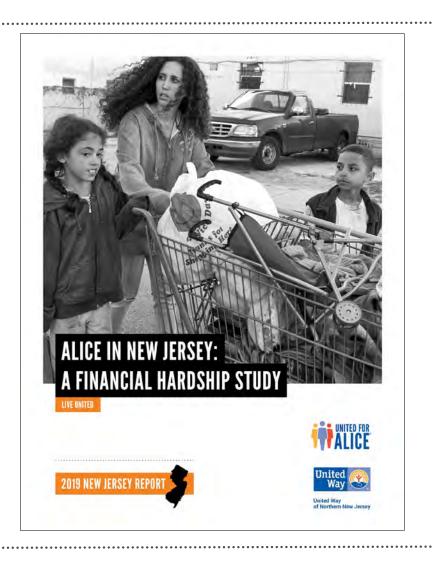




ALICE timeline

ALICE EXPANDS Idaho, Iowa, Louisiana, Oregon, Washington join **5 MORE STATES** Maryland, New York, Ohio, Virginia, and Wisconsin join **NEW REPORTS** Hawaii joins and Consequences of Insufficient Income report is published **WEBSITE LAUNCHES** Arkansas, Pennsylvania, and Texas join and national website launches **NEW BRAND NAME!** The mission remains the same - we are United For ALICE

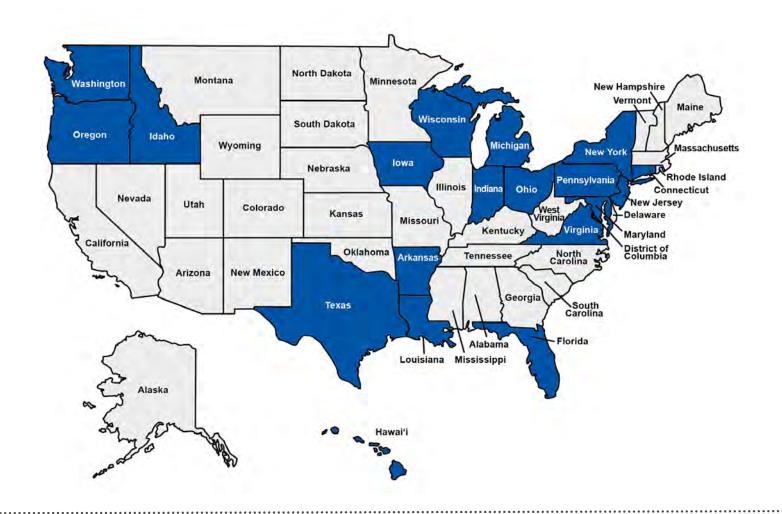








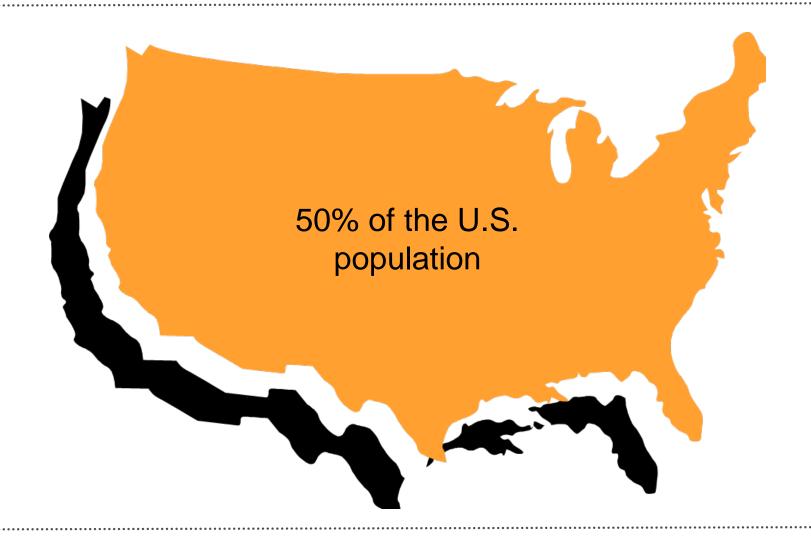
The ALICE movement in 2019







600 United Ways





ALICE in Action

Public Officials

Gubernatorial Candidates

Strategic Planning

Workforce Tune-Up



Bold public policy

• "all families in Hawaii deserve basic financial security and that it is in the public interest to ensure economic sustainability for our people"

-- Hawaii House of Representatives, 2017

Franklin Delano Roosevelt's
 Economic Bill of Rights, 1944



ALICE toolkit

Tools:

- ✓ ALICE Learning community
- ✓ GoogleDrive (templates coming soon)
- ✓ Join UnitedForALICE social media effort
- ✓ Visit the www.UnitedForALICE.org website
- √ Familiarize yourself with the FAQs
- ✓ Join the United for ALICE Google Group (email <u>Molly.rennie@unitedwaynnj.org</u> requesting to join the group)

Reminders:

- ✓ This is a marathon not a sprint
- ✓ You are not alone
- Bring folks along (communicate, communicate, communicate)



.......



UNITED FOR ALIGE

Thank you.



ALICE in the press



Laura Bruno

Director, Public Relations
United Way of Northern New Jersey







ST. LOUIS POST-DISPATCH

Hartford 🈻 Courant



The Washington Post

The Star-Ledger



The Hiami Herald

Indiana public media

THE HUFFINGTON POST









A successful recipe









Key element #1: Sympathetic ALICE



- ✓ ALICE works
- ✓ Looks like me and you
- ✓ ALICE can be any one of us she/he is all races, ages and lives in every community





Identifying an ALICE family

You are already serving ALICE

- ✓ Community Impact team
- √ Agency partners
- √ Testimonials

ALICE:

Asset Limited, Income Constrained, Employed AGENCY REQUEST FOR ALICE



FORMAL

Dear Partner,

I am reaching out to ask for your help. In a few months, United Way of [insert name] plans to publish a groundbreaking new study about the state of poverty in [insert state]. We will be coining a new term – ALICE (Asset Limited, Income Constrained, Employed) -- to describe the many residents in our communities who are working hard, yet still struggle to make ends meet.

I know you are well acquainted with this population, sometimes referred to as the "working poor". ALICE households earn more than the official U.S. poverty level but less than the basic cost of living.

ALICE represents community members working in jobs that are needed, but don't always pay enough to afford the basics, such as our child care teachers, home health aides, mechanics, store clerks or office assistants.

ALICE can be men and women of all ages and races. ALICE may be your clients, staff members or even family members.

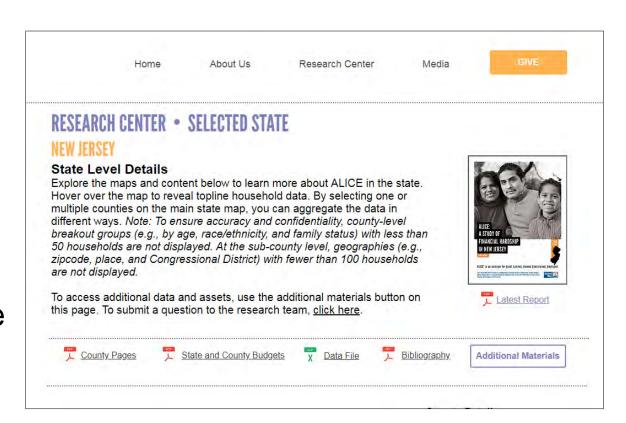




Key element #2: Embargo

One week embargo

- ✓ Conveys report's importance
- ✓ Time to review/digest
- ✓ Allows for ALICE family interview
- ✓ Allows for graphics
- ✓ Allows for greater depth of coverage







Key element #3: Coordination

Shared resources, higher stature for all

- ✓ State marketing/press subgroup
- ✓ Engage PR firm vs. in-house PR
- √ Identify best spokespeople

- ✓ Who owns state media outlet?
- ✓ Do media territories overlap?
- ✓ Joint media press conference?





"Everywhere I go people want to talk about ALICE. Three times people have stopped me to say, '... You don't know me, but I want to thank you for what you're doing with ALICE.' That's never happened before! We've been on multiple media and my calendar is filling up with service clubs and church groups wanting to hear more."

Ken Toll

President and CEO United Way of Jackson, MI





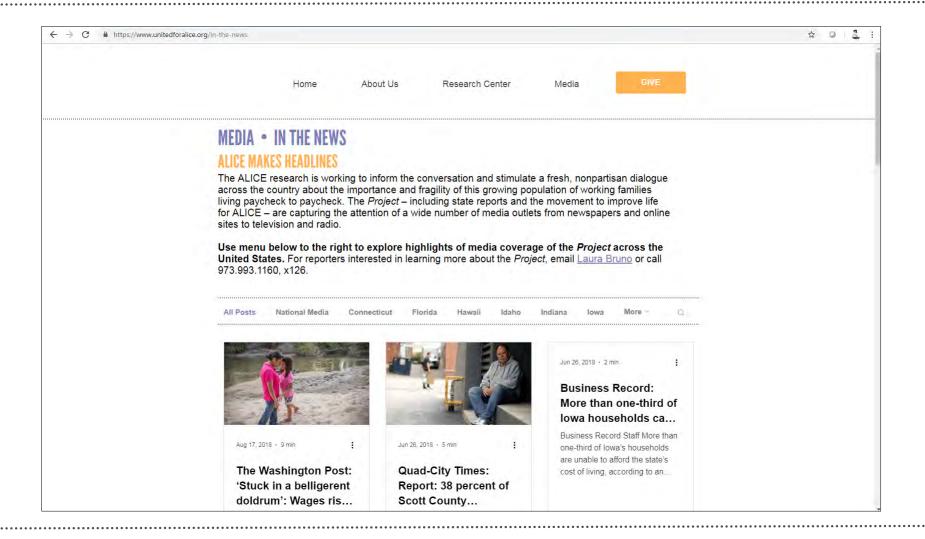
Templates available

- ✓ Media alert template
- ✓ Press release template
- ✓ Talking points
- ✓ Sympathetic ALICE examples
- ✓ Formal / Informal agency request for ALICE





In the news







Resources

Andrea.Conway@UnitedWayNNJ.org 973.993.1160, x110

Laura.Bruno@UnitedWayNNJ.org 973.993.1160, x126

