

Social Media Guide

NATIONAL CALL-IN DAY TO SAVE MEDICAID

On June 22, 2017, advocates across the country are coming together to flood their Members of Congress with calls to protect healthcare resources that are essential in the fight to end homelessness. As we get closer to that date, we need you to rally your communities to get engaged. Here's what you can do:

- 1. Email your networks and ask them to put a reminder on their calendar to call their Members of Congress on June 22. Let them know just how easy our advocacy tool can make it!
- 2. Share the alert on Facebook.
- Tweet the alert.
- 4. Call your Members of Congress on June 22, using our simple tool!

SAMPLE EMAIL:

Dear Friends and Colleagues,

Senators are drafting legislation similar to the House's American Health Care Act (AHCA), and hoping to hold a vote on this health care reform bill as early as the 4th of July. The House bill cuts over \$800 billion to Medicaid, and would leave 23 million more people without health insurance. And while the Senate has not yet released a draft of their bill, we expect similarly devastating outcomes. Medicaid is an essential tool in the fight against chronic homelessness, and the possible elimination in the Senate plan of important Affordable Care Act (ACA) protections puts more pressure on those vulnerable to homelessness, and hinders efforts in communities to house homeless individuals and families and help them regain stability.

It will only take 3 Senators to stop a bill that includes cuts to Medicaid or eliminated protections for substance use disorders and mental health treatment from passing the Senate, but we need your help!

We need you to raise your voice in front of Congress, which is why we are organizing a National Call-In Day on Thursday, June 22.

Don't forget to set your reminder now, and get ready to call your Members of Congress.

Sincerely,

[Your Name]

Facebook Posts

The Senate is considering cuts to Medicaid and healthcare protections right now that could put millions of people's coverage at risk. These resources are essential in the fight against homelessness. Take action on June 22 and contact your Senators before they vote! http://ow.ly/jXsF30cEmEp

Tag five people in this post and ask them to help you fight healthcare cuts by calling their Senators on June 22. This is our chance to let Senators know how important Medicaid and access to healthcare is to your community! http://ow.ly/jXsF30cEmEp

Medicaid coverage is a critical lifeline for millions of Americans, especially those experiencing or at risk of homelessness. Cutting or capping Medicaid and ending the Medicaid expansion will be devastating to our most vulnerable citizens. Call your Senators on June 22 to urge them to vote against these cuts! http://ow.ly/jXsF30cEmEp

Tweets

#Medicaid helps #endhomelessness. Call Congress on June 22 and tell them to protect this critical lifeline! http://ow.ly/jXsF30cEmEp

How can you help protect #Medicaid and #endhomelessness? Start by calling Congress on June 22. http://ow.ly/jXsF30cEmEp

I put a reminder on my calendar to call Congress on June 22 to stop #Medicaid cuts that hurt millions. Will you? http://ow.ly/jXsF30cEmEp

Join the @naehomelessness National Call-In Day on June 22 to protect #Medicaid for our most vulnerable. http://ow.ly/jXsF30cEmEp