**Social Media Messaging for 2-1-1**

***Purpose:*** This messaging will be used to reach out to legislative members and the general public to help inform them on PA’s 2-1-1 system. It will also be used to gain recognition of the proposed state funding appropriation bill, which will be used to support current 2-1-1 funding.

***Twitter Messaging:***

State funding for the PA 2-1-1 system ensures access to 100% of PA citizens to health and human service referrals and information! #pa211

[Insert legislator twitter handle] support funding for PA 2-1-1! Help those in need find resources to utility help, food, housing and much more! #pa211

[Insert legislator twitter handle] give your constituents the opportunity to find resources they need to support themselves and their families! Support PA 2-1-1! #pa211

PA 2-1-1 is equipped with resources for citizens in a variety of areas and can reduce duplication of effort for information and referral. #pa211

State government funding is needed to help PA achieve its full potential for leveraging 2-1-1 as a community strengthening tool! #pa211

[Insert United Way handle] has made a commitment to fund 2-1-1 and we urge [insert legislator handle] to partner with us by supporting state funding for 2-1-1. #pa211

***Facebook Messaging:***

Please support the PA 2-1-1 system, which is an information and referral phone line to connect Pennsylvanians with health and human services. This system is accessible to 85% of the state, but United Ways across the Commonwealth are working to bring the system to everyone. With support from the state to appropriate $1.5 million this will be possible. Not only will this funding help bring service to all citizens, it will also allow for cost-savings and reduction of duplicative services for the State. Let’s make this funding possible!

PA 2-1-1 is an information and referral phone line connecting citizens with health and human services needs available in their area. In 2014, there were 193,277 unique 2-1-1 calls answered. Most of those calls dealt with utility assistance, housing assistance, food availability and tax preparation. 2-1-1 helps families, veterans, people down on their luck, and many others in both rural and urban areas. Currently, there are co-sponsorship memos in both the House and Senate to appropriate $1.5 million in funding to support the 2-1-1 system. Please help us in supporting this system and bring resources to those in need!

***Email Body Text***

***House Members:***

Dear Representative [insert Representative’s name],

Please support Representative Stephen Bloom’s House Bill 2011 to appropriate $1.5 million from the General Fund to support the PA 2-1-1 system. 2-1-1 is a dialing code used to connect Pennsylvania citizens with health and human services information and referrals for both government and non-profit resources.

2-1-1 is designed to serve three major objectives:

1. Connect people in need to health and human service assistance available through government programs and private non-profit organizations in their communities;
2. Provide assistance to communities in times of disaster, allowing 9-1-1 to work primarily with first responders; and
3. Connect volunteers and donors with organizations who can leverage resources to meet the needs of the community.

Currently, 2-1-1 is available to 85% of Pennsylvanians and is increasing its usage each year to help families, first responders, and care givers. Some of the most prevalent issues 2-1-1 centers help with are utility assistance, housing assistance, food, and tax preparation.

In addition to the benefits 2-1-1 provides citizens of the Commonwealth, the system can provide benefits and cost-savings to the State. The 2-1-1 system has the potential to be the portal that government can use to quickly get information out to the public efficiently and reduce duplicative services. PA 2-1-1 will be a stable, statewide communication infrastructure that can be used in a broad variety of ways to support the work of state and local government and will allow for a cost avoidance for state and local government of misdirected calls for service. With a state partnership, the 2-1-1 system will reduce the number of 1-800 numbers currently funded by government and reduce the number of non-emergency 911 calls. It will also allow for a partnership with the State and municipalities in managing emergencies and disasters, which have proven to be extremely beneficial when other states with a statewide 2-1-1 system have encountered disasters.

The 2-1-1 system is funded by a combination of United Way support, grants and private contributions, and contracts. The funding raised annually is approx. $3 million, but more is needed to bring access to all Pennsylvanians.

The ask of $1.5 million will provide 2-1-1 the ability to bring service to the Northwest region of the state, including Erie, Crawford, Venango, Clarion, Warren, Forest, Jefferson, McKean, Elk, Clearfield, Potter, and Cameron Counties. Those counties are the only counties in the state that do not have 2-1-1 access up and running. United Ways and private funders in the region have raised approx. $100,000, but the cost to get service there is estimated at $300,000. In addition to bringing service to the Northwest region, it is also the goal of 2-1-1 to provide 24/7 coverage throughout the state, build up the text-to-chat and mobile platforms, implement a scorecard which was created nationally to ensure quality standards and consistent experiences, and hire a statewide 2-1-1 operations point person to oversee the statewide system.

The PA 2-1-1 system provides many benefits to both citizens of the Pennsylvania and state and local government. Please support funding this system and give your constituents the access they need to 24/7 health and human service referrals and information. If you have more questions regarding 2-1-1 or the funding proposals please feel free to reach out to me.

Thank you,

***Senate Members:***

Dear Senator [insert Senator’s name],

Please support Senator Patrick Browne’s co-sponsorship memo, SCO 1510, to appropriate $1.5 million from the General Fund to support the PA 2-1-1 system. 2-1-1 is a dialing code used to connect Pennsylvania citizens with health and human services information and referrals for both government and non-profit resources.

2-1-1 is designed to serve three major objectives:

1. Connect people in need to health and human service assistance available through government programs and private non-profit organizations in their communities;
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