211 Funding Advocacy Summer Language

**The Governor, House and Senate have both recommended a $1 million reduction in state funding for 211 Senate amid budget uncertainty.**

Use these **talking points** and **scripts** to **call or email your legislators ASAP** about the critical need for continuing the state’s funding commitment for 211 and building towards $6.6 million in state support.

BE SURE TO PICK THE MESSAGE THAT MATCHES YOUR LEGISLATORS’ PARTY AFFILITIATIONS

**You can find all of your State Representative and State Senators offices, phone numbers, and emails at MAUW’s** [**online legislative database**](https://mauw-my.sharepoint.com/%3Ax%3A/g/personal/bobby_dorigojones_uwmich_org/ETFscP07YRFHiwUI0j5Um_MBn9SnPvWIr7aSh9rFQEX56w?e=QgxZ7d)**.**

**Thank you for your collaboration!!**

[Talking Points 2](#_Toc207793835)

[**Republican** Call Script – Send ASAP 3](#_Toc207793836)

[**Republican** Email Script – Send ASAP 4](#_Toc207793837)

[**Democrat** Call Script – Send ASAP 5](#_Toc207793838)

[**Democrat** Email Script – Send ASAP 6](#_Toc207793839)

## Talking Points

* During a time of partisan tension, 211 presents an opportunity to bridge divides and support a common-sense approach to emerging needs in Michigan.
* The current 211 system passed into law in 2005, amid similar tense divided government.
* Today, as a trusted and proven resource, 211 proudly connects Michiganders in need with resources that can help through our resource directory of 30,000 services. **Michiganders used 211 over 1 million times last year.**
	+ *400,000+ calls/text/chat*
	+ *1.2 mil+ partner searches* to 211’s directory via website and API
* As the state implements significant federal changes to SNAP and Medicaid, **211 is positioned to leverage the power of the charitable sector to make these changes work as efficiently as possible for Michiganders.**
	+ 211 can connect people with volunteer opportunities to meet new SNAP and Medicaid work and community engagement requirements.
	+ 211 has the potential to cut red tape for enrollees by helping them access work reporting and update their contact information in state records.
	+ By improving connections and closing gaps, 211 can help save the state hundreds of millions of dollars in SNAP error rate cost sharing requirements.
* **All throughout, 211 will continue to help government run efficiently overall.**
	+ **State agencies regularly save time and taxpayer resources** by leveraging 211’s resource directory instead of making up their own.
	+ 211’s [real-time legislative dashboard](https://mi211.org/legislators) offers decision-makers a glimpse into what kinds of help their constituents are seeking year-round.
* **211 will be in the best position to provide this value with $6.6 million in funding.**
	+ We recognize the difficult situation of the state budget and hope we can at least continue current-year funding at $3.95 million.

## **Republican** Call Script – **Send ASAP**

“Hi, my name is **[Your Name]**, and I am calling from the United Way of **[Anytown]** in your district to talk about 211. Can I please speak with your policy staffer?”

[…]

“Hi! I’m **[Your Name]**, and I am calling from the United Way of **[Anytown]** in your district to share an update on where 211 is at in the budget talks. Do you have a couple minutes?”

“How familiar are you with 211?”

**IF NOT VERY FAMILIAR**

“211 is Michigan’s infrastructure for finding help. It’s a free, 24/7 service designated by the Michigan Public Service Commission that connects people with over 30,000 resources statewide —like utility assistance, food, shelter, and more—quickly and confidentially.

During a time of partisan tension, 211 presents an opportunity to bridge divides and support a common-sense approach to emerging needs in Michigan. Last year, 211 helped over 1.4 million Michiganders, including over [XXX] people in your district.” **MOVE ON:**

**IF THEY ARE FAMILIAR**

“Great, I want to give you a quick update on where 211 is at in the budget talks.

As the state implements significant changes to SNAP and Medicaid, **211 is positioned to help make these changes work efficiently and effectively for Michiganders.** 211’s new technology can connect people with volunteer opportunities and help save the state hundreds of millions of dollars in SNAP error rate cost sharing requirements.

**211 will continue to help government run efficiently.** State agencies save time and money by using 211’s resource directory instead of making up their own.

**Michigan 211 will be in the best position to deliver on this opportunity with $6.6 million** in this year’s state budget—up from $3.95 million—to expand access to these innovative services statewide. **Unfortunately, the Governor, House, and Senate’s budgets recommend a $1 million reduction in funding, to $2.95 million.**

We’re asking your office to support 211 funding and to share that support with **[Rep. Ann Bollin OR Sen. Sarah Anthony]**, who leads the budget in your chamber.”

## **Republican** Email Script – **Send ASAP**

**Subject: Support for Michigan 211 & Government Efficiency**

**Dear [Recipient's Name],**

I hope you're doing well. My name is **[Your Name]**, and I’m reaching out from the United Way of **[Anytown]** to share an update on where 211 stands in the state budget process and to express my strong support for Michigan 211’s request for $6.6 million in state funding.

211 is Michigan’s infrastructure for finding help. It’s a free, 24/7 service designated by the Michigan Public Service Commission that connects people with essential resources—like utility assistance, food, shelter, and more—quickly and confidentially. Last year, 211 helped over 1.4 million Michiganders, including more than **[XXX]** people in our district.

As the state implements significant changes to SNAP and Medicaid, **211 is positioned to help make these changes work efficiently and effectively for Michiganders:**

* 211 can connect people with volunteer opportunities to meet new SNAP and Medicaid work and community engagement requirements.
* 211 has the potential to cut red tape for enrollees by helping them access work reporting and update their contact information in state records.
* By improving connections and closing gaps, 211 can help save the state hundreds of millions of dollars in SNAP error rate cost sharing requirements.

**211 will continue to help government run efficiently.** State agencies save time and money by using 211’s resource directory instead of making up their own.

**Michigan 211 will be in the best position to deliver on this opportunity with $6.6 million** in this year’s state budget—up from $3.95 million—to expand access to these innovative services statewide. **Unfortunately, the Governor, House, and Senate’s budgets recommend a $1 million reduction in funding, to $2.95 million.**

I’d love to ask for your office to share your support for **$6.6 million in 211 funding** with **[Rep. Ann Bollin OR Sen. Sarah Anthony]** as they negotiate the budget.

Thank you for your time and for all the work you do. I appreciate your consideration!

**Best,
[Your Signature]**

## **Democrat** Call Script – **Send ASAP**

“Hi, my name is **[Your Name]**, and I am calling from the United Way of **[Anytown]** in your district to talk about 211. Can I please speak with your policy staffer?”

[…]

“Hi! I’m **[Your Name]**, and I am calling from the United Way of **[Anytown]** in your district to share an update on where 211 is at in the budget talks. Do you have a couple minutes?”

“How familiar are you with 211?”

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During a time of partisan tension, 211 presents an opportunity to bridge divides and support a common-sense approach to emerging needs in Michigan. Last year, 211 helped over 1.4 million Michiganders, including over [XXX] people in your district.” **MOVE ON:**

**IF THEY ARE FAMILIAR**

“Great, I want to give you a quick update on where 211 is at in the budget talks.

As the state implements Congress’ changes to SNAP and Medicaid, **211 can help reduce red tape and help Michiganders maintain eligibility for supports they need.** 211’s new technology can connect people with volunteer opportunities and help save the state hundreds of millions of dollars in SNAP error rate cost sharing requirements.

**All throughout, 211 will continue to help government run efficiently.** State agencies save time and money by using 211’s resource directory instead of making up their own.

**Michigan 211 will be in the best position to deliver on this opportunity with $6.6 million** in this year’s state budget—up from $3.95 million—to expand access to these innovative services statewide. **Unfortunately, the Governor, House, and Senate’s budgets recommend a $1 million reduction in funding, to $2.95 million.**

We’re asking your office to support 211 funding and to share that support with **[Rep. Ann Bollin OR Sen. Sarah Anthony]**, who leads the budget in your chamber.”

## **Democrat** Email Script – **Send ASAP**

**Subject: Michigan 211 can help Protect SNAP & Medicaid Access**

**Dear [Recipient's Name],**

I hope you're doing well. My name is **[Your Name]**, and I’m reaching out from the United Way of **[Anytown]** to share an update on where 211 stands in the state budget process and to express my strong support for Michigan 211’s request for $6.6 million in state funding.

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As the state implements Congress’ changes to SNAP and Medicaid, **211 is positioned to reduce red tape and help Michiganders maintain eligibility for supports they need.**

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Thank you for your time and for all the work you do. I appreciate your consideration!

**Best,
[Your Signature]**