



# *The Net Benefit*

Story Collection Toolkit  
September 2019



**Missouri Foundation  
for Health**

*a catalyst for change*

We created **#TheNetBenefit**, a nonpartisan education campaign, because we know that when Missourians' basic needs are not met, their health is negatively impacted. We wanted to inform Missourians about how taking care of our residents who most need help leads to stronger communities and a stronger state.

Now, as our state leaders start to gear up for the 2020 legislative session, and as safety net debates continue to unfold at the federal level, we want to ensure that the basic needs of every day Missourians remain at the center of the conversation.

**This e-toolkit is designed to help you incorporate this important message throughout September, during our campaign push. It includes social media posts and graphics, and newsletter copy you can use or adapt.**

To further amplify this important message, we placed **full-page print ads** in newspapers across the state, including:

- St. Louis Post-Dispatch
- Springfield News-Leader
- Columbia Daily Tribune
- Joplin Globe
- Jefferson City News Tribune
- Southeast Missourian
- St. Louis American

We are working to place op-eds in these newspapers as well, and we'll share those with you once secured. We hope you will promote those to your networks. And if you are interested in placing an op-ed or letter to the editor in your local paper, please contact us—we can help.

We are also running a sponsored content partnership with **KMOX** to elevate stories of the safety net. [You can listen to these stories here too.](#)

Finally, you can experience the stories of the safety net at an **art exhibit at BJC HealthCare in St. Louis**. This exhibit, featuring photographs and stories captured by our partners at Humans of St. Louis, will run through October 11, 2019. [View exhibit details here.](#)

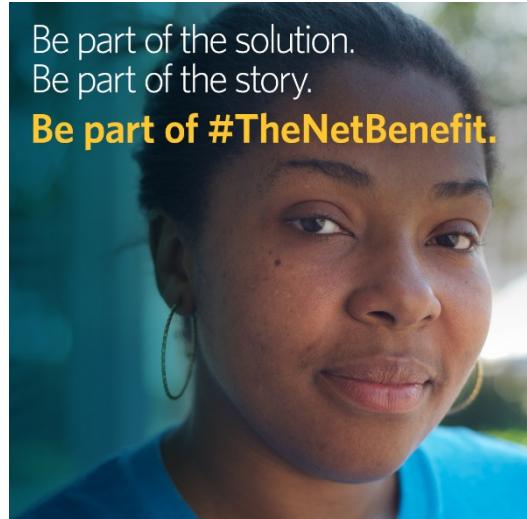
Please contact Courtney Stewart ([CStewart@mffh.org](mailto:CStewart@mffh.org)), Vice President of Strategic Communications, Missouri Foundation for Health, with any questions or ideas to promote **#TheNetBenefit** message.

And don't forget to invite your network to shar their story at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).

## Social Media

We know that social media is an important tool in reaching your networks. We have prepared sample social media posts that you can use as they are or edit as you see fit. We encourage you to personalize the content so that it fits your voice. We have also provided graphics to accompany these posts. Don't forget to use the **#TheNetBenefit** hashtag in your posts. Be part of the conversation with partners across the state.

When we look out for one another, we all see #TheNetBenefit. That's why this month we're focusing on the people, programs, and policies of the safety net. Show your support by sharing your own story at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).



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No matter where in Missouri you live, what you do for a living, or how you vote, you have a voice when it comes to our state's safety net programs. Make sure it's heard—share what the collection of resources known as our health and social safety net mean to you at [www.TheNetBenefit.org](http://www.TheNetBenefit.org). #TheNetBenefit



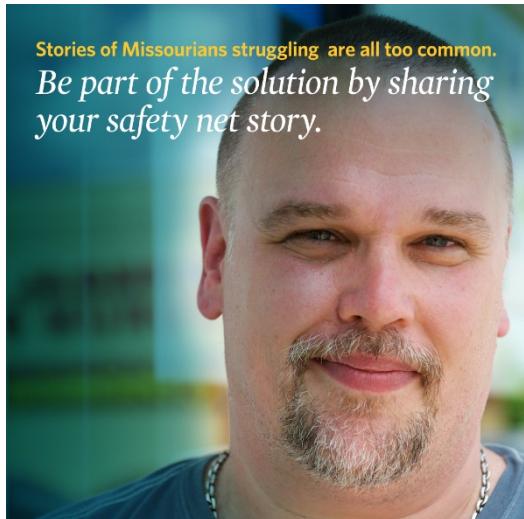
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8 in 10 Missourians support funding the safety net—and our state leaders should, too. You can help lawmakers understand the importance of safety net programs by telling them what the many resources of the safety net mean to families like yours. Share your story today at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).



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We all need access to food, shelter, and health care to lead healthy lives. Whether you've accessed services or provided them, we want to hear from you. Tell us what #TheNetBenefit means to you, your family, or your community at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).



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## Newsletter Template

*Check out this newsletter copy for inspiration and adapt it based on your organization's expertise and the audiences you reach.*

As Missourians, we work hard to provide for our families. But sometimes, we need extra help from the collection of resources known as the health and social safety net to ensure we can lead healthy lives. They provide food, shelter, health care, and economic support. [INSERT OTHER DETAILS BASED ON YOUR ORGANIZATION.]

However, these programs can only help if they're properly supported and focused on what people really need. And to understand our fellow Missourians' needs, we need to take the time listen. We must listen to the stories of the safety net that bring to life the vital role these programs play in our neighbors' lives.

This fall, as our lawmakers and state leaders begin to prepare for the 2020 legislative session, they need to hear from you. [Share your story now.](#)

When we look out for one another, we all see #TheNetBenefit.