

SUPPORTIVE ORGANIZATION TOOLKIT

OVERVIEW

Healthcare for Missouri is a coalition of voters and patients, medical professionals, business leaders, and organizations committed to expanding access to healthcare to more than 200,000 hardworking Missourians who can't afford to see a doctor right now. And we're very excited to have your organization as part of the team!

Like you, Healthcare for Missouri believes it's time to let voters decide for ourselves whether we should expand Medicaid, create jobs, boost our economy, keep rural hospitals open, and bring more than a billion of our tax dollars home from Washington every year.

The campaign is planning an announcement the first week of September, and we will need your help to amplify our message on social channels.

This toolkit is intended to provide your organization with internal communications guidance. While you will find sample emails and social media posts enclosed here for your use after the campaign launches, the toolkit itself and the pages that follow are **NOT FOR DISTRIBUTION**.

INITIAL OBJECTIVES

- Shine a spotlight on the hardworking Missourians this campaign will help.
- Highlight Healthcare for Missouri's broad support and bi-partisan appeal.
- Engage supporters and expand the base of volunteers in the lead up to more public events.

WHAT SHOULD MY ORGANIZATION BE DOING — DURING AND AFTER THE LAUNCH?

In order to maximize the campaign's rollout, we need your assistance in getting the word out to your members/contacts after Healthcare for Missouri launches. It's important that we take this opportunity to define our movement for Medicaid expansion, show momentum, and begin to tell our story. We need your help in building critical early support for the campaign.

- ✓ **Email and text your members/contacts.** Ask them to pledge their support for the campaign using materials in this toolkit.
- ✓ **Encourage your members/contacts to share healthcare stories** with the campaign.
- ✓ **Utilize the backgrounders** and message guidance in this document.
- ✓ **Coordinate all media and requests for external presentations** with the campaign. Please send all media inquiries to Connie Farrow at press@healthcareformissouri.org.

INFORMATION TO SHARE IN COMMUNICATIONS

MESSAGE COMPONENTS

When discussing Medicaid expansion, combine information about delivering healthcare to hard-working Missourians with these message components.

LETS US DECIDE

This ballot measure lets Missouri voters decide what's best.

IMPACT

Delivers care to Missourians who can't afford to see a doctor and have jobs that don't provide insurance. Keeps rural hospitals open.

HELPS OUR ECONOMY

Creates thousands of new jobs, keeps rural hospitals open, and boosts our economy.

BRINGS OUR MONEY HOME

Brings more than a billion of our tax dollars home from Washington, D.C. every year — money that's going to 36 other states instead.

BACKGROUND

HOW A MEDICAID EXPANSION BALLOT MEASURE BENEFITS MISSOURI

KEY TAKEAWAYS

- Medicaid expansion ensures that no one will have to choose between paying for life-saving care and putting food on the table or making a mortgage payment to keep their home. It ensures that hardworking Missourians who earn less than \$18,000 a year will have access to heart medicine, cancer treatments, and other medical care.
- Medicaid expansion brings more than a billion of our tax dollars back from Washington every year. That's money 36 other states get but Missouri has lost out on for years. Bringing our tax dollars home will keep rural hospitals open, create thousands of jobs, and ensure all Missourians have access to healthcare no matter where they live.
- Missourians have waited nearly a decade to solve this problem and bring more than a billion of our tax dollars home from Washington, and we can't afford to wait any longer. This ballot measure lets Missouri voters decide what's best, and it ensures politicians respect the will of the people.
- Medicaid expansion will make our families healthier and our economy stronger. It will provide healthcare to more than 200,000 hardworking Missourians— including 50,000 parents and 18,000 near retirees — and it will bring our money home from Washington to boost our local economy, keep rural hospitals open, and create thousands of new jobs.

DELIVERS HEALTHCARE TO MISSOURIANS WHO HAVE JOBS WITHOUT INSURANCE AND CAN'T AFFORD TO SEE A DOCTOR

Too many Missouri families are slipping through the cracks in our healthcare system — forced to choose between paying for life-saving care and putting food on the table or making a mortgage payment to keep their home. These families earn too much to qualify for Medicaid and not enough to be able to afford coverage on the health insurance exchange.

Medicaid expansion closes that coverage gap and ensures that hardworking Missourians will have access to affordable healthcare. It helps people nearing retirement who have lost their insurance, people with chronic medical conditions, and Missourians who earn less than \$18,000 a year. Medicaid expansion would provide healthcare to more than 200,000 Missourians.

BRINGS OUR TAX DOLLARS HOME FROM WASHINGTON, D.C., TO CREATE THOUSANDS OF JOBS, KEEP RURAL HOSPITALS OPEN, AND BOOST OUR ECONOMY

Helping our neighbors access healthcare is not only the right thing to do — it's also the financially responsible thing too. Medicaid expansion would bring more than a billion of our tax dollars home from Washington, D.C., every year. That's money that 36 other states get right now but Missouri has lost out on for years.

By bringing our tax dollars home, we'll provide healthcare to more than 200,000 people, keep rural hospitals open, and create thousands of new jobs. And the new money spent in our state will boost our economy too — something that will help our businesses and all Missourians.

LETS MISSOURI VOTERS DECIDE

This ballot measure lets Missourians decide what's best. We've waited nearly a decade for a healthcare solution, and we've watched while 36 other states have taken action to bring their tax dollars back from Washington and help people get medical care. Now, it's our turn to decide.

Missourians need to collect more than 172,000 signatures from registered voters to put Medicaid expansion on the ballot in 2020.

KEEPS RURAL HOSPITALS OPEN

For years, our state has left billions of our tax dollars in Washington, ignoring the healthcare needs of rural communities. Since 2014 alone, nine rural hospitals in Missouri have shuttered their doors and closed for good, forcing people to drive longer distances to reach a hospital when suffering from a heart attack or another medical emergency. By bringing our money home, we can deliver healthcare to Missourians who have lower-paying jobs that don't come with insurance, and we can protect rural healthcare for everyone in our state.

SAVES US MONEY

Medicaid expansion will [save as much as \\$932 million by 2024](#) because we're *already* paying for it. We're just not getting the benefits right now — benefits that include bringing more than a billion of our tax dollars home from Washington every year, creating thousands of jobs, and boosting our economy.

Currently, we pay for healthcare in the most expensive way possible. When Missouri families who can't afford health insurance end up in the emergency room to treat a life-threatening condition, we often end up footing the bill through state and local taxes and higher insurance premiums. By expanding Medicaid, we can fix that and eliminate duplicative programs too. We can get Missourians access to care, and save money at the same time.

COMMON QUESTIONS AND ANSWERS

When will signature collection begin?

While a few organizations collected some initial signatures while exploring whether to launch this campaign, Healthcare for Missouri's signature collection drive will officially kick off over the next week with volunteers around the state.

How many signatures do you have to collect?

We need to collect more than 172,000 signatures from registered voters to put Medicaid expansion on the ballot.

Who is supporting this campaign?

Healthcare for Missouri is a coalition of voters and patients, medical professionals, business leaders, and other organizations that are committed to expanding access to healthcare to more than 200,000 hardworking Missourians who can't afford to see a doctor right now.

Didn't we already know there was going to be a campaign for Medicaid expansion?

Until today, organizations across the state have been exploring whether we should put Medicaid expansion on the ballot.

Today we're announcing we're in it to win it, and we're launching a major campaign determined to deliver Medicaid expansion. We've waited nearly a decade for a solution, and today, voters are saying enough is enough. We're taking control of our own destiny. It's time to let the people vote, and we're going to do everything in our power to make that happen.

Why did you choose to put this forward as a constitutional amendment instead of a statutory initiative?

Missourians have waited nearly a decade for a healthcare solution and that's long enough. We think it's time for Missourians to decide what's best and to do so in a way that ensures that the will of the people is heard, respected, and implemented.

How exactly does Medicaid expansion help our economy?

With Medicaid expansion, more than a billion of our tax dollars would be brought back to our state to deliver healthcare, keep rural hospitals open and create thousands of new jobs. That new money will be spent in our local economy every year — something that would help our businesses and all of us.

If this is such a good deal, why haven't state politicians acted?

Unfortunately, our politics are broken and things just aren't getting done. That's why we have the power to put things like this on the ballot so we can decide for ourselves.

How exactly does Medicaid expansion save us money?

Right now, taxpayers pick up the bill for the uninsured — whether that's through uncompensated care costs that are passed along to all of us or through state programs at agencies like the Department of Mental Health and the Department of Corrections. Missouri is also already paying to provide health coverage to individuals with disabilities, those with breast or cervical cancer, and others. Many of the Missourians covered by these programs will be eligible for Medicaid expansion and the increased federal funds that come with it, saving the state hundreds of millions of dollars. In fact, [a recent report from researchers at Washington University](#) found that Medicaid expansion would save the state \$932 million by 2024.

How likely is it that voters in Missouri will approve Medicaid expansion?

Medicaid expansion is a common-sense approach with broad support — in Missouri and all across the country. Thirty-six states have already done this, and just last year, voters in states like Utah, Idaho, and Nebraska approved it when given the chance.

Other questions...

Please direct all media questions about finances, funding, or other supporters to the campaign. Those inquiries can be sent to Connie Farrow with Healthcare for Missouri at press@HealthcareForMissouri.org.

CORRECTING MYTHS & MISINFORMATION

MYTH: POLITICIANS HAVE ANOTHER WAY TO DELIVER HEALTHCARE TO MORE THAN 200,000 MISSOURIANS.

FACT Missouri politicians have had nearly a decade to deliver healthcare to hard-working families and bring billions of our tax dollars home from Washington, D.C., and they haven't taken action. That's why Missourians are working to put Medicaid expansion on the ballot and ensure that politicians respect the will of the people.

Missourians want real healthcare solutions that can be implemented right away. That's the focus of our campaign.

MYTH: IT EXPANDS OBAMACARE IN MISSOURI.

FACT This ballot measure gives voters the chance to expand Medicaid, which has been around for decades. It would deliver healthcare to more than 200,000 Missourians and bring home more than a billion of our tax dollars every year to keep rural hospitals open, create thousands of jobs and boost our economy.

This is a nonpartisan policy that has already been adopted in 36 states, including 16 states with Republican governors. We're focused on putting Missouri families first, and doing what's right for our community.

MYTH: IT WILL BUST THE BUDGET.

FACT A [recent study conducted by researchers at Washington University](#) found that Medicaid expansion will save Missouri \$932 million by 2024. It's a cost-effective solution because we're *already* paying for it. We're just not getting the benefits right now — benefits that include bringing more than a billion of our tax dollars home from Washington every year, keeping rural hospitals open, and creating thousands of jobs.

There's no doubt that we are better off financially with Medicaid expansion. That's why we've seen 36 states adopt it, and every single one of them has chosen to keep the program in place. In Michigan, for example, the billions of dollars returned to the state from Washington have generated nearly \$800 million in new state and local revenues and saved the state more than \$1 billion on mental health programs. And in Arkansas, expansion has produced net savings for the state of more than \$400 million during the last three fiscal years alone.

MYTH: IT IS TOO RISKY BECAUSE OF A PENDING COURT CASE AGAINST OBAMACARE.

FACT This ballot measure would expand Medicaid, which has been around for decades.

MYTH: IT IS DRIVEN BY OUT-OF-STATE INTERESTS.

FACT Medicaid expansion is supported by Missouri voters and patients, doctors and nurses, hospitals, and businesses. While we're grateful to have the support of national organizations that help voters get a direct say in their democracy, this campaign is being run by Missourians.

HOW TO SIGN UP SUPPORTERS

To win this campaign, we're going to need to build a movement of Medicaid expansion advocates. You can help by urging your contacts/members to sign up as part of the Healthcare for Missouri campaign.

1 BY TEXT

Get potential supporters to sign up during meetings, events, canvasses, or signature collection drives by texting the word "care" to 21333.

Get supporters to take action right in the moment when you have their attention. Don't assume they'll do it later.

Automated texts will collect additional information, such as the supporter's name, location, and email. The mobile text sign up process will also provide supporters with directions for sharing a healthcare story.

2 VIA THE WEBSITE

At HealthcareForMissouri.org, you can:

- Become a supporter, volunteer, and sign up to receive campaign updates
- Make a donation
- Share a healthcare story
- Make an organizational endorsement



What's at Stake?

No one should have to choose between paying for life-saving care and putting food on the table, but that's exactly the choice that more than 200,000 Missourians have to make every day.

Medicaid expansion would deliver healthcare to thousands of parents, seniors, and hardworking folks who earn less than \$18,000 a year. And it would bring more than a billion of our tax dollars home from Washington every year to keep rural hospitals open, create thousands of jobs, and boost our economy. That's money that 36 other states that have expanded Medicaid get, but Missouri has lost out on for years.

It's why we're taking a stand to put Missouri families first. Together, we can collect the more than 172,000 signatures needed to put Medicaid expansion on the ballot.

[LEARN MORE](#)

Get Involved

How you can help bring the change we need



Stay Informed



Donate



Share Your Story



Endorse

SUGGESTED EMAILS TO YOUR CONTACTS/ MEMBERS

ASK: JOIN THE CAMPAIGN

Subject Line Suggestions:

- FINALLY, a chance to win healthcare for Missouri
- Don't let this chance to deliver healthcare in Missouri get away.
- Pledge your support for Medicaid expansion in Missouri.
- A new campaign to put Medicaid expansion on the ballot.

Example Email Content:

More than 200,000 Missourians don't have access to affordable healthcare, going every day without heart medicine, cancer treatments, and other medical services.

They need your help, and that's why our friends at [Healthcare for Missouri](#) have launched a new campaign to put Medicaid expansion on the ballot.

We finally have the chance to win real change for hardworking Missourians who can't afford healthcare. BUT that will only happen if good people like yourself are willing to STAND UP and lend your support right now.

[Click here to learn how you can help put Medicaid expansion on the ballot in Missouri.](#)

Medicaid expansion would not only deliver healthcare to families who have jobs that don't offer insurance, it would boost our economy and bring more than a billion of our tax dollars home from Washington, D.C. every year — money that's going to 36 other states right now.

[Insert name of organization] supports Medicaid expansion, and we're proud to do our part, but we have a lot of work ahead of us.

To get Medicaid expansion on the ballot, Healthcare for Missouri has to collect more than 172,000 signatures.

Let's not let a chance to deliver healthcare to more than 200,000 Missourians slip through our fingers again.

[Learn more about how you can help bring Medicaid expansion to our state by clicking here. https://www.HealthcareForMissouri.org/join-us](#)

ASK: SHARE YOUR HEALTHCARE STORY

Subject Line Suggestions:

- Everyone has a healthcare story. We want to hear yours.
- Our most POWERFUL weapon in the fight for healthcare is...
- [first name], healthcare is on the line. We need to hear from you.

Example Email Content:

As you may have heard, [name of organization] is working with [Healthcare for Missouri](#) to deliver healthcare to more than 200,000 Missourians by putting Medicaid expansion on the ballot in 2020.

We know it won't be easy. Opponents will undoubtedly spread misinformation along the way, but we have something even more powerful — our stories.

Most of us have a healthcare story, and our stories bring us together and cut through the noise. When we connect on a personal level, we're able to focus on solutions and do great things.

That's why it's so important for all of us to speak up and make our voices heard. Families across our state who can't afford to see a doctor or get access to heart medication and cancer treatments are counting on all of us.

If you or a family member has ever gone without healthcare, please tell us about your experience by clicking below.

[Share your healthcare story https://www.HealthcareForMissouri.org/share-your-story](https://www.HealthcareForMissouri.org/share-your-story)

SOCIAL MEDIA

CAMPAIGN LAUNCH VIDEO

The launch video will be posted at www.HealthcareForMissouri.org.

HASHTAG

Please use the following hashtag with your posts: #MOMedicaid

ACCOUNTS TO FOLLOW

Facebook: www.facebook.com/HealthcareForMO Twitter: twitter.com/HealthcareForMO

ACCOUNTS TO TAG

Twitter: @HealthcareForMO

Facebook: @HealthcareForMO

WEBSITES TO LINK TO

Campaign website: <https://www.HealthcareForMissouri.org>

Campaign events: <http://mobilize.us/healthcareformissouri>

SOCIAL BEST PRACTICES

Please retweet, like, and share posts from the campaign. Encourage your contacts/members to like the campaign's Facebook page and to become a follower on Twitter.

SAMPLE CAMPAIGN ANNOUNCEMENT POSTS

TWITTER:

BREAKING: The campaign to get Medicaid expansion on the ballot just launched! Will you join us? <https://www.HealthcareForMissouri.org/join-us> #MOMedicaid

We have the historic chance to expand Medicaid to 200,000+ fellow Missourians and protect rural healthcare across the state. Commit now to help get healthcare on the ballot: <https://www.HealthcareForMissouri.org/join-us> #MOMedicaid

Many of our neighbors, family, and friends can't afford to see a doctor and don't have jobs that provide insurance. That's why we're launching our campaign to expand Medicaid for 200,000+ Missourians. Learn more here: <https://www.HealthcareforMissouri.org> #MOMedicaid

The campaign to expand Medicaid is underway! Who's up for bringing a billion of our tax dollars home from Washington to keep rural hospitals open and ensure that all Missourians have access to care no matter where they live? Get involved at <https://www.HealthcareForMissouri.org/join-us> #MOMedicaid

FACEBOOK

BREAKING NEWS:

The fight to get Medicaid expansion on the ballot in Missouri has just launched.

Will you join us?

<https://www.HealthcareForMissouri.org/join-us>

We now have the historic chance to expand Medicaid to 200,000+ fellow Missourians.

Commit now to help get Medicaid expansion on the ballot:

<https://www.HealthcareForMissouri.org/join-us>

Many of our neighbors, family, and friends in Missouri can't afford to see a doctor and don't have jobs that provide insurance.

That's why we're launching a campaign to get Medicaid expansion on the ballot and bring affordable care to 200,000+ Missourians.

Learn more here: <https://www.HealthcareForMissouri.org>

The campaign to expand Medicaid is underway! Who's up for bringing a billion of our tax dollars home from Washington to keep rural hospitals open and ensure that all Missourians have access to care no matter where they live? Get involved at <https://www.HealthcareForMissouri.org/join-us>

EVERGREEN SAMPLE POSTS

TWITTER

YOU have the power to help bring Medicaid to 200,000+ Missourians and more than a billion of our tax dollars home from Washington every year. Here's how: <https://www.healthcareformissouri.org> #MOMedicaid

Medicaid expansion would bring more than a billion of our tax dollars home from Washington to:

- ✓ Deliver healthcare to 200,000+ Missourians
- ✓ Create thousands of jobs and boost our economy
- ✓ Keep rural hospitals open

Get involved today: <https://www.HealthcareForMissouri.org/join-us> #MOMedicaid

Missourians have the chance to take healthcare decisions back into our own hands and bring our tax dollars home. Time to put Medicaid expansion on the ballot:
<https://www.HealthcareForMissouri.org> #MOMedicaid

Six rural hospitals have closed in Missouri since 2014. It's time to protect rural healthcare and deliver Medicaid expansion for more than 200,000 Missourians. Learn more at <http://www.HealthcareForMissouri.org> #MOMedicaid

FACEBOOK

YOU have the power to help bring Medicaid to 200,000+ Missourians.

Here's how: <https://www.HealthcareForMissouri.org/join-us>

Medicaid expansion would bring more than a billion of our tax dollars home from Washington to:

- ✓ Deliver healthcare to 200,000+ Missourians
- ✓ Create thousands of jobs and boost our economy
- ✓ Keep rural hospitals open

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