



COALITION ON HUMAN NEEDS

The Road to Shared Prosperity

A storybank on the value of programs supporting low- and moderate-income Americans

What is the Road to Shared Prosperity project?

Half in Ten and the Coalition on Human Needs are collecting videos and written testimony highlighting the ways federal programs successfully build shared prosperity. We will use these stories in advocacy efforts to protect and strengthen human needs programs. We hope you will submit your story explaining how public investments have made a difference in your life, community, and/or business.

Who should submit their story?

We welcome short video clips or written testimony from anyone who can speak to the benefit and success of federal programs, including direct beneficiaries, social service providers, and community, faith, or business leaders. Feel free to speak or write about the value of any programs made possible by federal funding or policies such as SNAP/food stamps and other nutrition assistance benefits, subsidized job programs, child care, Head Start, the child tax credit and earned income tax credit, job training, homelessness prevention efforts, etc.

What should you include in your story submission?

- Who you are—i.e. mother/father, student, business owner, service provider, job seeker, community or faith leader, etc.
- Where you're from (city, state)
- The program you value—i.e. SNAP, CTC/EITC, LIHEAP, etc.
- Specific examples of how a cut to the program could impact you, your client, your community, your business, etc.
- Specific examples of how the program has helped, such as:
 - In my state, the TANF Emergency Fund created 26,000 jobs. Because of the program, I was able to hire...
 - After receiving the earned income tax credit, I was able to...
 - If it were not for the child care assistance I received, I would not have been able to keep my job...



Here are some sample questions for service providers that can help you identify how the program has made a difference. These can be modified for other types of storytellers:

- After enrolling in the PROGRAM, clients are able to...
- If it were not for PROGRAM, clients would not be able to...
- If PROGRAM funding is cut, what will be the impact on your ability to meet need? On the clients you serve?
- What is the benefit of PROGRAM to nutrition? Education? Local economies?

Tips for submitting video stories

- **Keep it short.** Please submit a video that is less than two minutes long.
- **Clear sound is crucial.** Speak as clearly as possible and keep your eyes on the camera.
- **Avoid references** to anything that may date the video or cause unnecessary editing.
- **Protect privacy.** If you are a service provider, do not share the real names of clients or any identifying details.
- **Be specific.** Try to be as specific as possible with your examples and avoid generalities.
- **Respect copyrights.** Logos, trademarks, music, artwork, and recognizable buildings may not be used without license from the owner. Cover up logos on clothing, coffee mugs, etc. Do not refer to products by brand name (refer to a can of soup, not a can of Campbell's soup) or name businesses (refer to the grocery store instead of Kroger's).

What will happen to the stories we're collecting?

The stories will be featured online and put into a public interactive, state-by-state map, which will pair data with these stories illustrating the value of human needs programs. Check <http://halfinten.org/grassroots/stories> for the latest updates. We will also use the videos in advocacy efforts to protect human needs programs going forward.

Enjoyed sharing your story?

Thank you for standing up for human needs programs that lift all Americans up and for making your contribution to the Road to Shared Prosperity project. Please tell your colleagues and networks about this work and urge them to submit their own stories at <http://halfinten.org/grassroots/stories/submit/>. Thanks again for your support!