



# ALICE LEARNING COMMUNITY

**United For ALICE** is a grassroots movement committed to strengthening communities by improving life for **ALICE** (**A**sset Limited, **I**ncome **C**onstrained, **E**mployed) - our families, neighbors, and colleagues who work hard, earn above the Federal Poverty Level, but can't cover a basic household budget.

At the heart of the movement is the ALICE Learning Community. This forum offers a platform for sharing experiences, developing best practices, and building broader impact and fundraising strategies. The Learning Community helps us move ALICE off the pages of a report into action in each of our communities. With the unifying mission of ensuring prosperity for ALICE households, United Ways from participating states are working together to develop strategies to remove obstacles and change the course of this economic crisis in our communities. This effort also stimulates a fresh understanding of United Way, galvanizing new partnerships with funders, politicians, and the wider community.

## ALICE LEARNING COMMUNITY COMPOSITION

The ALICE Learning Community is open to staff of all local United Ways in participating states, their Research Advisory Committees, and invited community members.

## WHAT'S INVOLVED

The ALICE Learning Community provides structure for the cross-state ALICE collaborative. Through regularly-hosted conference calls and webinars, project members discuss topics, share ideas, and develop best practices, such as:

- Using ALICE in fundraising, advocacy, and marketing strategies
- Getting the most of your state Report media launch
- Moving ALICE from data into action to drive Education, Income, and Health Impact work
- Utilizing branded marketing and communications templates
- Spreading the word through social media efforts
- Providing research updates and guidance on usage of ALICE data sets

## QUESTIONS

For more information contact Molly Rennie at [Molly.Rennie@UnitedWayNNJ.org](mailto:Molly.Rennie@UnitedWayNNJ.org) or 973.993.1160, x113.