



UNITED FOR ALICE BRAND GUIDELINES

MEET ALICE

ALICE, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford basic necessities.

For far too many families, the cost of living outpaces what they earn. Yet these workers perform jobs that are critical to the functioning of our local communities - educating our children, keeping us healthy, and making our quality of life possible. When funds run short, these households are forced to make impossible choices, such as deciding between quality child care or paying the rent, filling a prescription or fixing the car. These short-term decisions have long-term consequences not only for ALICE families, but for all of us. The future success of our communities is directly tied to the financial stability of these fragile ALICE households.

OUR VISION

We envision a world where all those who work to keep our local economies running can support themselves and their families.

MISSION

To have ALICE become the standard measure used by nonprofit, government, business, and academic institutions to define financial insecurity – thereby changing the common vernacular from “working poor” to “ALICE.”

GOALS

1. Shift the public policy agenda from poverty and amelioration to ALICE and systemic change so that all families can meet their basic needs
2. Enhance the work of our partners by providing best practices for using the ALICE data to inform community impact strategies and emotionally connect with individuals and communities

OUR STORY

From humble beginnings as a study to understand the struggles of families in one New Jersey county, United Way of Northern New Jersey has increasingly shed light on a hidden population we now know as ALICE. After a decade of work, the spark ignited by the initial study has grown to include United Ways, corporations, and foundations in 19 states in a grassroots movement to change the national dialogue about financial hardship. Based on the overwhelming success of the research in identifying and communicating the needs of ALICE households, this collaborative is working together to give ALICE a national voice. Partner states include: Arkansas, Connecticut, Florida, Hawai'i, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin

WHAT THE PROJECT DOES

United For ALICE represents a grassroots movement to raise awareness about an essential but previously hidden part of our community. Through a framework of new language and measures, stakeholders can better understand and ultimately implement changes that improve the lives of ALICE. With more than four in ten households in the United States trying to manage their household with an income that falls short of covering their basic necessities, many policies and programs must be reassessed or even reconsidered. To inform the dialogue about this growing crisis and how it affects us all, this project:

- **Produces Current Research:** United For ALICE presents the highest quality, unbiased data to measure financial hardship and understand why so many households struggle to make ends meet. Our methodology is reviewed biennially by outside experts and each state report is supported with an independent Research Advisory Committee of local data and subject-matter experts.
- **Leads a Learning Community:** The network of stakeholders who care about ALICE participate in regular forums to learn and share new ideas, policy innovations, and best practices with each other.
- **Inspires Action:** Armed with knowledge and best practices, the ultimate goal is to stimulate action that will improve the financial stability and well-being of ALICE families.

HOW WE ARE UNITED FOR ALICE

- We are a **coalition of the willing**.
- We are part of the **United Way** family; however, not a product of United Way Worldwide or the network at large.
- We are **conveners**, bringing the community and the country together to improve conditions that benefit all.
- We are **innovative**, offering data and analysis to better understand economic conditions that cause hardship.
- We are **nonpartisan**, informing the conversation regardless of one's political persuasions.
- We **have given a name and identity to ALICE**, a hidden demographic of vulnerable, struggling families.
- We are **helping ALICE** find financial stability.
- We are a collection of **thoughtful, intelligent, and strategic** social action initiatives designed to drive change.
- We are **problem solvers**, developing and elevating strategies to remove the barriers that keep ALICE down.
- We **advocate** for ALICE by using comprehensive and geographic specific data.
- We **engage volunteers** in purposeful work that affects the lives of ALICE.
- We **inform policy makers** to challenge the status quo and inspire alternative solutions to complex problems.

BOILERPLATE

United For ALICE is a driver of innovation, shining a light on the challenges **ALICE (Asset Limited, Income Constrained, Employed)** households face and finding collaborative solutions. Through a standardized methodology that assesses the cost of living in every county, this project provides a comprehensive measure of financial hardship across the U.S. Equipped with this data, ALICE partners convene, advocate, and innovate in their local communities to highlight the issues faced by ALICE households and to generate solutions that promote financial stability. The grassroots movement represents United Ways, corporations, nonprofits and foundations in Arkansas, Connecticut, Florida, Hawai'i, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington and Wisconsin; **we are United For ALICE.**

STANDARDS FOR CONSISTENCY

When explaining the meaning of the acronym ALICE in copy (such as brochures, website, etc.), use the following guidelines:

- On first reference always bold ALICE and first letters of the explanation of the acronym. Example: **ALICE** stands for **A**sset Limited, **I**ncome **C**onstrained, **E**mployed
 - Subsequent references should be noted all in caps, no bold. Example: ALICE lives in every community.
 - Never use “and”, “yet”, or “but” in the explanation of the acronym
 - Never separate ALICE by periods indicating that it is an acronym – it is both an acronym AND a person’s name representing a population, so it should be treated as such
 - On websites, hyperlink first reference to the area of the website dedicated to ALICE, or to UnitedForALICE.org for more information on the project or work
 - When referring to the new ALICE web address in text, please capitalize as follows: **UnitedForALICE.org**
- **“ALICE”** is a registered trademark (US. Trademark Serial No. 86524117). The purpose of using the ® symbol is to notify other parties viewing the material that ALICE is owned and protected. The ® symbol should be used in the first and/or most prominent place the name is featured, i.e., on the cover of a brochure, in the headline of an advertisement, or in headings or subheadings in text pieces. It is not necessary to add the ® symbol every time the word ALICE is used. On a website, each web page should be considered a unique document, demanding the use of the symbol ® with the first use on each individual web page.
 - **Introducing our new identity: United For ALICE** is the term used to describe the umbrella of work to both reveal and address the needs of this population, including the research, the ALICE Reports, the National ALICE Advisory Council, the Research Advisory Committees, the ALICE Learning Community, the collaboration of entities engaged in this work, and the local Community Impact work to address the needs of this population.
 - The visual identity (e.g., typography, color palettes, etc.) will align with United Way's standard visual identity. United for ALICE will have its own logo (see page 4.) We will continue to represent the ALICE work in the “Fight/Win” paradigm outlined in the United Way Brand Standards.
 - The new name, United For ALICE, keeps a loose tie to United Way since it is related to the established names of other collaborative efforts (Women United and Mission United, for example)
 - **ALICE Report** is the official name of the body of research published for each state or region. The full name should be used on first reference in documents, for citations, and in press releases. When citing information from one of our state reports, the following format should be used:
Source: [State] ALICE Report, year (i.e., Source: Florida ALICE Report, 2014)
 - For references to material produced prior to January 2019, citations were formatted as follows:
United Way ALICE Report – [State], [year]

HISTORICAL CONTEXT

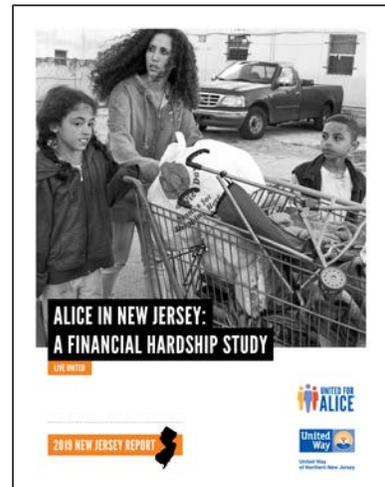
- As of January 2019, United For ALICE replaced United Way *ALICE Project* as the brand identity to encompass the body of ALICE research and social action initiatives.
 - This unique brand identity clearly represents that this body of work is not under the ownership of United Way Worldwide but is rather the idea of one local United Way that has developed into a collaboration involving many local and state United Way organizations.
 - We are NOT required to rebrand any published products or supporting materials developed prior to the launch of the new brand; reports, products, templates, materials, and any other assets that were created prior to this brand shift may remain.
 - Prior URL, UnitedWayALICE.org, and social media handles (@UnitedWayALICE) have been renamed and redirected to reflect the new brand identity.
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LOGO: PLACEMENT AND USAGE

This logo cannot be altered in any way and must be used in its entirety, unless otherwise noted as an exception.



Vertical option for presenting United For ALICE with localized United Way brandmark:

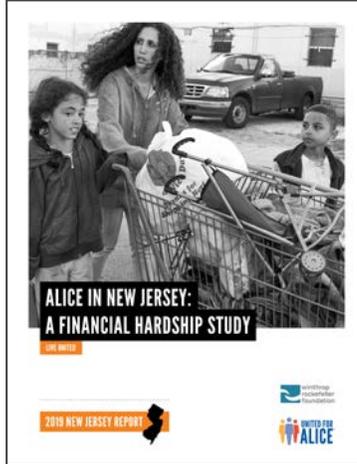


Horizontal option for presenting United For ALICE with localized United Way brandmark:



Important: If the United For ALICE logo is locked up with the United Way brandmark, the localized version of the United Way brandmark MUST be used. A logo lockup with the United Way brandmark that does not have local identifying information is not permitted.

Horizontal and vertical option for presenting United For ALICE with sponsor or partner brandmark:



Horizontal option for presenting a sponsor along with United For ALICE and a localized United Way brandmark:



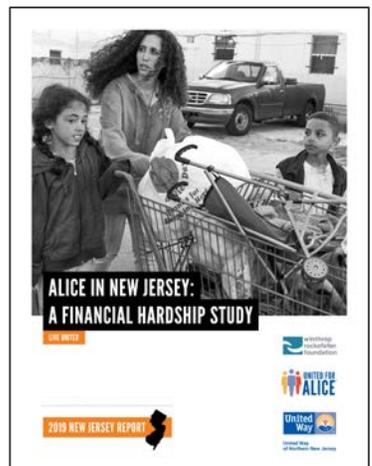
United Way
of Northern New Jersey



Vertical option for presenting a sponsor along with United For ALICE and a localized United Way brandmark:



United Way
of Northern New Jersey



Important: If the United For ALICE logo is locked up with the United Way brandmark, the localized version of the United Way brandmark MUST be used. A logo lockup with the United Way brandmark that does not have local identifying information is not permitted.

OUR HISTORY AND PROJECT TIMELINE

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- 2007** ● **ALICE IS BORN!**
The idea for ALICE is born
- 2009** ● **FIRST REPORT**
The first ALICE report for Morris County, New Jersey is published
- 2012** ● **NEW JERSEY REPORT**
The first statewide report is published
- 2014** ● **BEYOND NEW JERSEY**
Connecticut, Florida, Indiana, and Michigan join the project
- 2015** ● **ALICE EXPANDS**
Idaho, Iowa, Louisiana, Oregon, Washington join
- 2016** ● **5 MORE STATES**
Maryland, New York, Ohio, Virginia, and Wisconsin join
- 2017** ● **NEW REPORTS**
Hawaii joins and *Consequences of Insufficient Income* report is published
- 2018** ● **WEBSITE LAUNCHES**
Arkansas, Pennsylvania, and Texas join and national website launches
- 2019** ● **NEW BRAND NAME!**
The mission remains the same – we are United For ALICE
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ALICE SOCIAL MEDIA

This overview is meant to provide basic guidelines for sharing ALICE via social media. Please check with your local United Way to make sure that your posts meet any internal guidelines or requirements.

ALICE DOMAIN

Our new domain name is www.UnitedForALICE.org. Please note that our former URL (www.UnitedWayALICE.org) is being redirected to this address. Additionally, we will continue to own the former domain [UnitedWayALICE.org](http://www.UnitedWayALICE.org) for the foreseeable future. Additionally, we have purchased United4ALICE.org, which will also be pointed to our new address.

ALICE SOCIAL MEDIA HANDLES

The following are our official social media accounts for the project. Please note that our former accounts have been renamed so as not to lose any of the historical content developed for the project to date.

- **Twitter:** www.twitter.com/United4ALICE (@United4ALICE)
- **Facebook:** www.facebook.com/United4ALICE (@United4ALICE)

OFFICIAL ALICE HASHTAGS

The following hashtags have been created to help categorize conversation around ALICE. It is important to utilize these hashtags so that there can be streamlined, continued conversation in our communities.

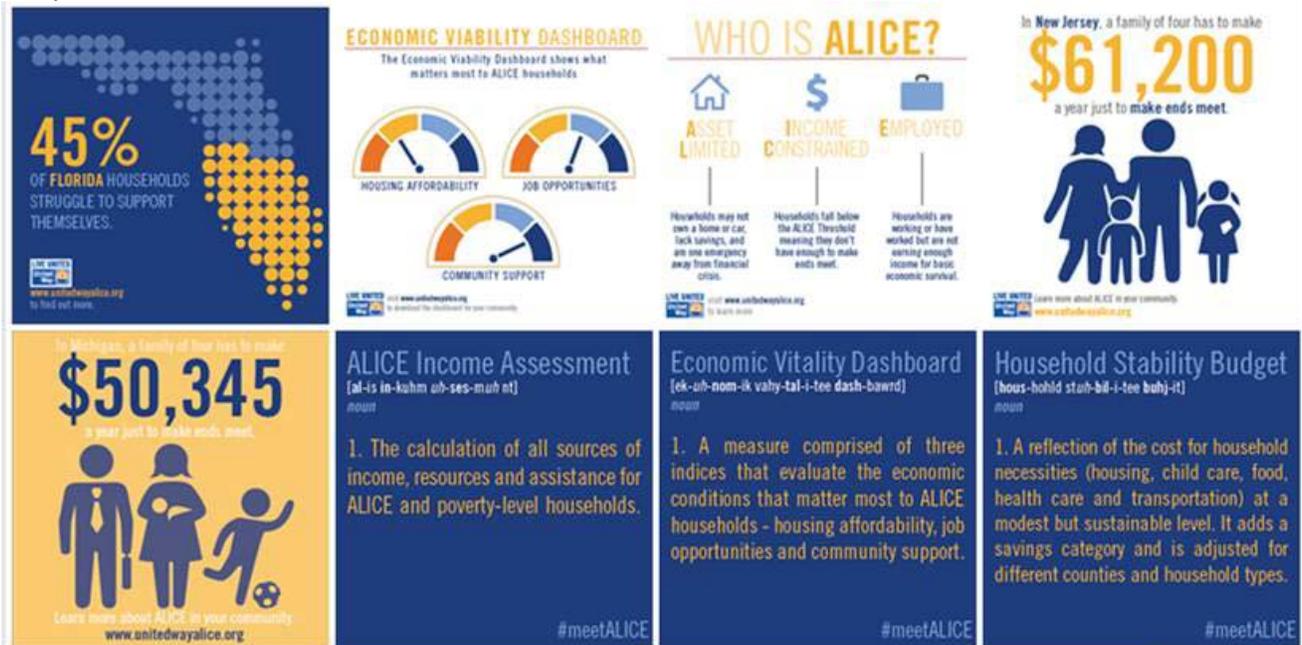
HASHTAG	SPECIFIC TIME PERIOD	PURPOSE
#UnitedForALICE	Any	Join the existing discussion on social media by deploying the most used hashtag across the network of partners involved
#meetALICE	To be used up to and during the official roll out of the ALICE Report	To introduce ALICE, report terminology, and report goals to our communities
#iamALICE	Any	For the ALICE population to share stories and perspectives on the ALICE Report
#standupforALICE #FightforALICE	Any	To be used when posting around advocacy or policy work
#helpALICE	Any	Call to action for donors, campaign time, additional fundraising efforts
#ALICE(YOURSTATE) Eg: #ALICEMI or #ALICECT	Any	For state specific information or hashtags, to separate out from national hashtags & content

GUIDELINES FOR POSTING

While the project will have an official national presence, we encourage posting about ALICE at a state and local level. All social media efforts should be geared to inform the dialogue and advance the understanding of ALICE families and the barriers they face in achieving financial stability. Be careful not to wade into political discussions that could tarnish the work or align the project with any specific political agenda. Also, please follow the ALICE social media efforts of other United Ways and supporters; by liking and sharing content we are ensuring wider dissemination of our collective mission to help ALICE.

DEVELOP IMAGES TO SUPPORT YOUR POSTS

Whenever possible consider posting an image with your tweet or posts. This helps your content get noticed and is more likely to be shared. We have a host of examples of images to support ALICE report launches or impact solutions. Other assets to consider using are the report cover and the formatted figures from the report. Some samples include:



SHARING CONTENT

Using social media as a tool to discuss ALICE can showcase the work of our United Ways to new and non-traditional audiences. By using best practices, all United Ways can get the most out of their social media experience and avoid mistakes that detract from the message of ALICE.

Share

1. **Content from the Report:** By generating this worthwhile content, you will be more likely to retain new followers.
2. **News and media content from around your state:** Use social media platforms as an opportunity to boost traditional media efforts from across your state or community.
3. **Stories from the ALICE families in your community:** Real people telling their stories has so much power to demonstrate the plight of ALICE in a compelling way.
4. **Your content:** Make sure your content is easy to share from multiple accounts by your followers.
5. **Regularly:** With any social media effort, consistency is key. Make sure you share your content often.

Don't share

1. **Political messaging.** Withhold comments on issues that are not part of United Way Worldwide or your local United Way's approved advocacy agenda; this includes the use of specific political hashtags (for example: #RaiseTheWage).
2. **Tweets from political candidates.** Nonprofit organizations should not retweet posts by candidates as it could be interpreted as providing support or opposition for a candidate or party.

Think before you Share

1. **Tweets from elected officials:** Exercise caution if your United Way would like to re-tweet an elected official. Be sure you are knowledgeable before you wade into a political debate or conversation. Your retweet is an implied endorsement and can position your United Way in a partisan way. Examples include:
 - Retweet this:
@yourmayor ALICE is my hero: the backbone of early education. See report.
 - Don't retweet this type of message:
@yourlegislator ALICE shows why the minimum wage needs to be raised #RaiseTheWage
@Vote4Me ALICE shows why the minimum wage needs to be raised. #RaiseTheWage

DEALING WITH DETRACTORS

With any social media effort, you will likely encounter detractors – individuals who do not support or actively voice their opposition with your cause. Critical analysis by a detractor that has negative sentiment may at times warrant a reply at the very least to reassert and reaffirm your United Way's position. When responding to a detractor, work to pivot to the benefits of a "community conversation" instead of arguing their point.

EXAMPLE:

- Bob comments: "Why should I support people who are just too lazy to go out and get a real job?"
- Possible UW response: "We think it's important that members in our community are paying attention to ALICE. We encourage you to become part of that conversation!"

Note that when speaking about the project, not every inbound message warrants a response – especially if it involves hate speech, libelous, or inaccurate arguments. Engaging with negative comments, if not handled with caution, can appear defensive or argumentative. We encourage all United Ways to exercise thoughtfulness in dealing with detractors and feel free to delete negative comments from social media platforms.

SOCIAL MEDIA PROFILE PHOTO

All project participants are entitled to use the new **United For ALICE** logo on their social media efforts, including the following abridged version for the profile photo:

