Thank you for participating in the Strong Nonprofits for a Better New York Campaign!

*Strong Nonprofits for a Better New York* is a coalition of over 350 human services nonprofits throughout the State, calling for specific investments in workforce, infrastructure, and contracts. We are asking all of our supporters to create a simple video that will help tell the story of why this campaign is so important. We are coordinating short 1-2 minute videos that we will post on social media to share how nonprofits make our communities strong! We will be using the tagline: “Nonprofits make me/my community strong by ____” to demonstrate how nonprofits uplift us all as New Yorkers.

**Materials needed:** Phone camera (with video capability), two (or more!) staff, and a creative mind.

We’ve made this easy! Find the bullet point to identify your role as a CEO/ nonprofit worker/ program participant/elected for the correct script below:

- **STEP 1: TELL US WHO YOU ARE!**

To kick things off, tell us your name, organization, and a sentence or two about what kind of work your organization does. This will help frame and give context to your narrative.

- **CEO/ED:** My name is [X], and I am the CEO/ED of [X organization] that provides [X] services to our community. This work is essential because:
- **Nonprofit worker:** My name is [X], and I work at [X organization] that provides [X] services to our community. My role is [what you do there] My work is essential because:
- **Program participant:** My name is [X], and I am a program participant at [X organization] that serves [X] community. These services are essential to our community because:
- **Elected:** My name is [X] and I am the [Assemblymember/Senator] that serves [X District] in [X area]. These programs and services are essential in my district because:
STEP 2: “NONPROFITS MAKE ME/MY COMMUNITY STRONG BY…”

Here is where you get to be creative! Human services mean many things to many people. Here is your chance to share your thoughts on what you think nonprofits make either you or your community strong – this can be anything, professional or even personal. Feel encouraged using a phrase or example! [Examples for this can include, but aren’t limited to: more classes for seniors, better services for children in the community, more summer youth programs, building up program staff, etc.] Use the template(s) in the supplemental slide deck to write in your answer to hold while you talk about it on the video.

Here are some examples of ways you can answer, depending on your role, but you should feel free to make this part your own!

- **CEO/ED:** Nonprofits, like mine, make my community strong by providing [X] services that serve to uplift all New Yorkers. [X] services allow program participants to succeed and provide them with opportunities to reach their own human potential. These services help our community by [insert example] which is why we need to invest in the nonprofit human services sector and fix government processes to help our communities thrive.

- **Nonprofit worker:** Nonprofits make me/my community strong because I am able to work with program participants in my community to provide [X] services and support. These services are critical because [insert example]. Nonprofit workers are passionate and we often pursue careers serving the public because we are mission-driven and care about serving our communities. We need to sustain a strong and supportive workforce to ensure we can continue to provide for all New Yorkers.

- **Program participant:** Nonprofits make me/my community strong by providing necessary support, increased access, and critical interventions for all New Yorkers. These services are important to me because [insert example – feel encouraged to use as much or little detail as you want about your experiences with the program]. Through these programs, we are able to receive the support we need to succeed, and that is why we need to fund nonprofits to build up our communities.

- **Elected:** Nonprofits make me/my community strong by providing important programs for my constituents. Services in my district range in [insert example] – these services contribute to the health and vitality of my district and our nonprofit partners are essential in uplifting the lives of all New Yorkers.

STEP 3: END ON A POSITIVE NOTE!

We want to show the positive impact human services have on New Yorkers. This is why we are ending each video with the same tagline to stay consistent, please say the tagline in your script!

**TAGLINE:** I support “Strong Nonprofits for a Better New York.” Fund human services to build strong communities!