

## KEYS TO SUCCESS

- 1. Choose a lead:** Choose a staff member as a primary liaison who keeps other departments updated on FamilyWize resources.
- 2. Share Consistently:** People need help affording prescription meds year-round! Often they do not know they need help until they do! Share FamilyWize at every opportunity!
- 3. Engage All Staff:** Everyone on the team can play a role in helping your community save money. The more you get the word out, the greater your community impact will be.
- 4. Use Data:** Use FamilyWize data to talk about your community impact and demonstrate a Return on Investment to key stakeholders.



### COMMUNITY IMPACT

- Community Agencies: provide packets ([Partner FAQ-Intro sheet\\*](#) and FamilyWize cards) to agencies at least once per year
- Free Tax Prep sites – Share FamilyWize cards or the [VITA half sheet with 211 information\\*](#) as a take-away to promote the program
- The FamilyWize card can be placed in packets at Diaper banks, or grocery bags at Food Banks
- Meal Assistance Programs
- Tabling events, County Fairs, Health Fairs, etc.
- Invite FamilyWize to conduct a presentation or webinar for community partners and/or staff
- Use as a rapid response after layoff or company closure
- 211 – Include FamilyWize in the database



### RESOURCE DEVELOPMENT

- Corporate Engagement: [Share Employer FAQ-Intro\\*](#) sheet with cards in off campaign season, when updating on United Way work
- Take FamilyWize cards to campaign presentations
- Share community impact ROI with volunteers, donors and funders



### MARKETING/ SOCIAL MEDIA

- Share [FamilyWize Health Newsletter\\*](#) and [Social Media posts\\*](#) with your community partners year-round
- Share annual or fiscal year health impact or community impact data (available year-round) through website, Social Media, news articles, press release, key stakeholders, etc.
- For you and your Partner Organizations: place FamilyWize as a resource for their community by placing the FAMILYWIZE Price Look-up tool on their website, by going to <https://FamilyWize.org/developers>
- Promote wellness initiatives, e.g. Walmart Wellness Day, Flu Vaccination programs, Heart Health discount program, etc.



### HUMAN RESOURCES

- Make available for all United Way employees and their families.

\*Asterisk indicates materials you can retrieve from Partner Portal, and/or order from FamilyWize. All cards and materials are free.



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[www.familywize.org](http://www.familywize.org)  
or Call: 800.222.2818



## For 15 years, United Ways and FamilyWize

have collaborated to bring greater stability to communities nation-wide. We know from experience that families living on the edge never struggle with just one issue; it's the combination of several problems piling up that prevents families from finding stability and truly thriving.

At FamilyWize, we know we can't address all the problems we see in our communities—but we are really good at making prescription medications affordable so that families don't have to make the hard choice between the meds they need, and other basics like food or rent.

Our team works hard to use our expertise to advance your goals. This document outlines how United Ways across the country have leveraged our program to open doors during campaign and bring additional value to their communities. We hope it's helpful to you!

## Live United!

### United Way State Association Testimonial

"FamilyWize is a great partner to local United Ways, by providing a low-risk, high impact opportunity for people all across the country to save money on their prescription medication. As a partner to our United Way of New York State association, FamilyWize is easy to work with, delivers on their promises and makes a measurable impact. We are pleased to partner with FamilyWize on behalf of our member United Ways in NY!"

**Brenda E. Episcopo,**  
President & CEO  
*United Way of  
New York State*



### SAVED MORE THAN \$300!

"The result was unreal; the same medicine that originally cost \$400 dollars a month would now cost the Smith's \$88 dollars monthly. Mrs. Smith was getting choked up and began crying; I was getting choked up, too."

**Haley Helms,**  
*United Way of Metropolitan Nashville*

"One of our best practices is that we use volunteers to help packet the cards into sets of 50 English and 10 Spanish, tied with a United Way colored ribbon and including my business card as United Way Community Impact Director. We use folks from our programs serving disabled, corporate and community volunteers, and make it a fun, social event. They turn those 10,000 bulk sets of cards into beautiful "ready for the community" packets that are then shared with our United Way partners, with other organizations who interact with individuals needing help with prescription costs, and even some outlying county-based library branches. It's a great way for United Way of Madison County to be seen as a valuable part of the community, bringing incredible resources like Familywize to help those in need."

**Cathy Miller,**  
*United Way of  
Madison County*

