



How your organization can help support Medicaid in Colorado.

Insuring our Future is a broad and deep partnership of organizations who share a common belief in the value of Medicaid to our state's overall healthcare system and a conviction that we must continue to work to improve, strengthen and grow its utility for Coloradans who need it most.

Your organization can help in this movement by participating in any or all of the following:

- **Share your stories**

If your organization is connected with individuals who have used Medicaid or who are currently uninsured but may soon be eligible for Medicaid in Colorado and would be willing to share their stories, please encourage them to do so. The partnership is building a database of stories from across our state.

- **Contribute to ongoing fiscal analysis**

If your organization has financial data you believe could help tell the Medicaid story in a more compelling way, share that data with the partnership. We are currently working on financial modeling that will also help provide context to the value of Medicaid for all Coloradans.

- **Use shared partnership communications materials**

We are developing a set of messages and communications tools to be shared among organizations. Please make an effort to use them as your organization communicates with its audiences. All materials will also be available on the partnership's website. Help us promote that site.

- **Share partnership messages with your networks**

Use partnership messaging, tailored to your particular constituents. The partnership will provide resources to help you tailor your messaging to your audiences while helping all of us speak with a unified voice on this important topic.

- **Activate your constituencies when asked**

At key milestones identified by the partnership, activate your networks to reach out to lawmakers, thought leaders and other influential Coloradans who will have a hand in protecting and strengthening Medicaid.

- **Consider lending your organizations name as a partner**

We're interested in building a broad and deep group of Medicaid supporters. Your organizations name will help us demonstrate the breadth of support for this important program.

For more information about getting involved with the Insuring Our Future partnership, please contact Kyle Miller at KyleMiller@gbsm.com or 303-825-6100 or Cody Belzley at cody@coloradokids.org or 303.620.4545.