



## *Building Bridges to Economic Security Campaign*

Americans are engaged in a passionate debate about how to achieve economic security in challenging times. As a national leader in promoting economic opportunity, Wider Opportunities for Women (WOW) is launching the Building Bridges to Economic Security Campaign to bring advocates and service providers together and unite around common goals and communication strategies. *We want you to be a part of the effort.*

*What does economic security mean in today's world? How can we work across generations to achieve common goals? How can we use advocacy to mobilize people and build a secure future for all families?*

### **Learn More! Attend a Regional Meeting near You**

**REGISTER TODAY:** [www.wowbuildingbridges.org](http://www.wowbuildingbridges.org)

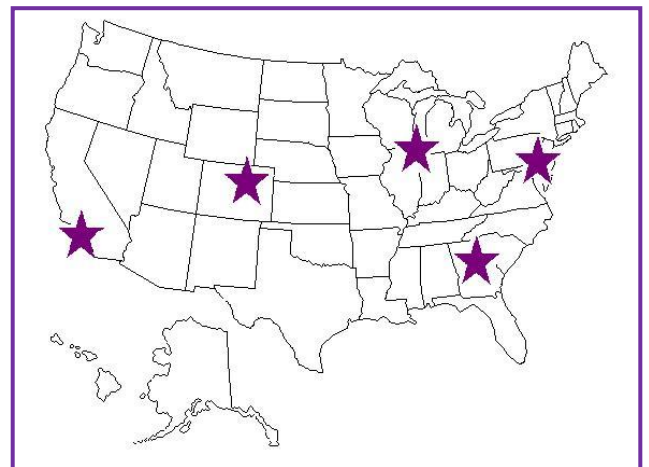
WOW is hosting five regional meetings in the coming weeks to bring local advocates together and reveal findings of new opinion research, conducted by Lake Research Partners, about how we can frame the fight and win economic security for all. The one-day meetings will include workshops on timely policy issues and provide tools for a communications strategy, all focused on using messaging to our advantage.

Lake Research Partners is a leading public opinion and political strategy firm whose research has helped advocates across the country sharpen their message to fight – and win – major policy battles. No matter who or what you advocate for – seniors, women, community development, economic opportunity or otherwise – WOW believes we can enhance our efforts by using language that best reflects the hearts and minds of the public.

WOW meetings will feature acute insights on how Americans are thinking about the economy, work, retirement – all the pillars of the American Dream – and what that means for advocates. Participants will choose from four policy workshops – each led by national and local experts.

You are invited to join a meeting in the following cities:

- **Chicago, IL:** Monday, Sept. 20
- **Los Angeles, CA:** Monday, Sept. 27
- **Denver, CO:** Friday, Oct. 1
- **Philadelphia, PA:** Monday, Oct. 4
- **Atlanta, GA:** Friday, Oct. 8



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*To find out more, contact Kelly Stellrecht at [kstellrecht@wowonline.org](mailto:kstellrecht@wowonline.org) or (202) 464-1596.*



**Wider  
Opportunities  
for Women**

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## Regional Meeting Overview

### Networking

Meet fellow advocates and organizations to see how you can work together and learn from each other. Key organizing partners include the Center for Community Change, the National Council on Aging, the Community Action Partnership, the Center for Community Futures and the National Association for State Community Service Programs.

### Poll Overview

The Lake Research poll brings new insights to how Americans are thinking about the economy:

- How do Americans feel about their personal economic security and stability?
- What do Americans define as “making ends meet”? What is a secure retirement?
- What policies do Americans back that support low-income seniors and families?
- How can we most effectively talk about policies that create economic security for American families?

### Communications Strategy

Participants will get tips on how to incorporate an economic security messaging framework into their work to influence public policy and program implementation.

### Policy Workshops

How do we leverage public opinion into support for specific policy goals? Four workshops will delve into implementing new messaging materials and research in your field. Participants will attend two of four sessions – each led by national and local leaders.

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## Become an Economic Security Champion: Co-Host a Meeting!

WOW is designating **Economic Security Champions** for each upcoming meeting to help recruit participants and take a leadership role in the workshops. Please apply to be one! Any organization can qualify to be an Economic Security Champion by demonstrating innovative work in the field of economic security across the age spectrum, through organizing, advocacy and outreach activities. WOW will designate and recognize Economic Security Champions as key partners in the regional meetings. Champions will receive a monetary award. To apply to be a champion, visit <http://www.wowonline.org/buildingbridges>.

