



THE CARING  
**FORCE**  
Empowering people, strengthening human services

# Rally Prep

## 12th Annual Caring Force Rally



Wednesday, May 22 at 10 a.m.



24 Beacon Street, Boston, MA  
Great Hall, MA State House

[www.thecaringforce.org](http://www.thecaringforce.org)



**The Caring Force seeks to empower those who care about the human services sector to advance an agenda that creates an environment in Massachusetts that protects our most vulnerable neighbors and creates a stronger economy with the pay, recognition, and respect our workers deserve.**



# Presentation Agenda

- Program overview
- Legislator meetings
- Logistics
- Resources
- Questions and Answers



# Rally with us at the State House!



# Why are we rallying?

- Strength in numbers
- You are an expert
- Share your story
- Teach legislators
- Community building



# Logistics

- **Address: Massachusetts State House**
  - **24 Beacon Street, Boston, MA 02133**
- **Entrances: General Hooker on Beacon Street or Ashburton on Bowdoin Street**
- **Ashburton is the accessible entrance**
- **Security (metal detector)**
- **Program Location: Great Hall/Hall of Flags**
  - **Second Floor**
- **Attire: Caring Force Shirt!**



# Rally Program Agenda



**10 a.m.**

Registration and  
networking in the  
Great Hall



**10:30 a.m.**

Speaking Program



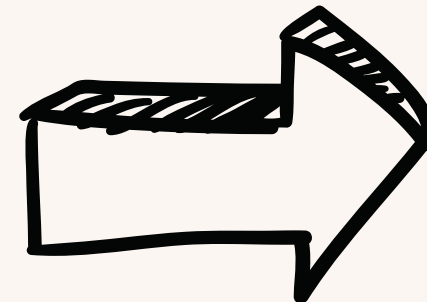
**11:15 a.m.**

Legislative office  
visits

# 1. Registration

10 a.m.

- Sign-in
- Collect materials
- Light breakfast and water



Leave behind document to fill out and take to your meetings with legislators



Dear Legislator:

I join my fellow members of The Caring Force in asking you to support the efforts of community-based human services workers. The sector's workers are seeking your support of a student loan repayment program and livable wage for the human services sector.

**Please help support our pro-workforce legislative agenda**

**Here are some facts on the human services sector and our dedicated workforce:**

- There are more than 160,000 jobs in the human services sector, where we are dedicated to providing services to hundreds of thousands of state residents.
- The median income of human services workers is about \$34,000 – \$15,000 less than the median income level for the Massachusetts workforce overall.
- More than 55 percent of college graduates in Massachusetts had student debt in 2021, with an average of more than \$33,000 per person.

**WE NEED YOUR HELP! PLEASE CO-SPONSOR AND SUPPORT:**

Maintain the Chapter 257 Reserve (1599-6903) at \$390 million in FY '25 budget

Support language in Chapter 257 Reserve in Senate Ways & Means budget proposal

Pass An act relative to a loan repayment program for human services workers (H. 214 | S. 77)

**Please write me to let me know that I have your support on these issues!**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Home Address: \_\_\_\_\_

Email: \_\_\_\_\_

[www.thecaringforce.org](http://www.thecaringforce.org)





# 2. Speaking Program



**10:30 a.m.**

- **Bill Yelenak, Providers' Council President and CEO**
- **TCF Chairs Lydia Todd and Stephanie Steed**
- **Caring Force members will share their human services story**
- **Senate President Karen Spilka**
- **Caring Bear Awards**
  - **Rep. Mindy Domb**
  - **Sen. Joan Lovely**



Senate President  
Karen Spilka



Rep. Mindy Domb  
3rd Hampshire



Sen. Joan Lovely  
2nd Essex



# 3. Legislative Office Visits

**11:15 a.m.**

- Before the rally invite your legislator to the rally and ask for a meeting: [bit.ly/LegInviteForm](https://bit.ly/LegInviteForm)
- Gather by agency in groups of 6-8
- Find your legislator:  
[malegislature.gov/Search/FindMyLegislator](https://malegislature.gov/Search/FindMyLegislator)
  - You can use your program address and/or home address
- Give leave behind letter to legislators/staff at meetings





# Meeting with legislators

- **Introduce yourself**
- **Ask** to speak to legislator or staff about The Caring Force's legislative priorities
- **Give** them the leave behind document
- Share your **personal story**
- **Thank** the legislators and/or their staff for their time



# Caring Force Priorities

1. **Maintain the Chapter 257 Reserve (1599-6903) at \$390 million in FY '25 budget**
  - a. Present in Gov. Healey budget proposal, House final and Senate Ways & Means
2. **Support language in Chapter 257 Reserve in Senate Ways & Means budget proposal**
  - a. Language calls for wage comparison between community-based human services workers and state workers in similar job roles
3. **Pass An act relative to a loan repayment program for human services workers (H.214 | S.77)**
  - a. Reported favorable out of Joint Committee on Children, Families & Persons with Disabilities; referred to Ways & Means)



# Livable Wage Bill–Talking Points

## Problem

The low wages of sector cause recruitment and retention issues, waitlines for services, program closures, forced overtime, and a lower quality of life

## Solution

**S.84|H.191 An act relative to a livable wage for human services workers** would eliminate the pay disparity that exists between the salaries of **human services workers** employed by community-based human service providers and state employees holding similar job titles who perform similar work

- Create a report from the Commonwealth to various committees in the Legislature that outlines the current disparity amount and the annual increases necessary to eliminate the disparity amount by July 1, 2024



# Loan Repayment Bill– Talking Points

## Problem

The lack of affordable higher education for human services workers and the burden of student debt greatly contribute to the sector's recruitment and retention difficulties

## Solution

**S.77 | H.214 An act relative to a loan repayment program for human services workers** would organizations recruit and retain human services workers by having the state repay qualified education loans. Applicants would be eligible for up to \$6,000 if they have an associate degree, up to \$20,000 if they have a bachelor's degree and up to \$30,000 if they have a master's degree



# Social Media

## Create a social media post!

- Post on Facebook, Instagram, and Twitter
- Tag @TheCaringForce
- Share photo of yourself

Event hashtag:  
**#CaringForceRally**



Communities for People

May 16, 2023 · 🌐



Today was the 11th Annual Caring Force Rally in the Great Hall of the State House! CFP Staff joined hundreds of others rallying to ease the burden of student loans and ensure a livable wage for the human services sector! #advocacy #CaringForce #CFPStaff #Livingwages #StateHouserally #rally #GreatHall #Makeanimpace #HumanServices #ChildWelfare #HumanServicesSector #Wefosteradvocacy #wefostercare #fostercare #HumanServicesEmployees #CaringForceRally The Caring Force



# Tips for a Successful Rally

If legislator and staff are unavailable, leave behind resources and a note

Take photo with legislator and staff and post/tag them on social media

Follow up to any questions and send thank you emails or cards





# Follow The Caring Force on Social Media



**@TheCaringForce**



# How does a bill become a law?



# Budget Advocacy Timeline

Decision Maker	Timeframe
State Agencies/Exec. Offices	Sept. - Dec
Governor	Jan. (incumbent); May (new)
House	Feb./March -April/May
Senate	April/May -June
Conference Committee	May/June
Governor	June/July





# Questions

**Caroline O'Neill**

Project Manager, The Caring Force

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- 508.598.9686



# THE CARING FORCE

Empowering people, strengthening human services

# See you at the State House on May 22!

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