



UNITED WAY
North Central New Mexico

ALICE Communications Toolkit

ALICE Email Template Information

Across our state, thousands of households are working hard but still struggling to make ends meet. These are our teachers, caregivers, retail workers, and first responders—people who are **Asset, Limited, Income Constrained and Employed**. They are **ALICE**. They may not fall below the federal poverty line, but they face impossible choices every day—between groceries and gas, rent and childcare, healthcare and heat.

This September, United Ways across New Mexico will release a groundbreaking statewide **ALICE Report**. This data will shine a light on the real, lived experiences of ALICE households and help us work with Foundations, Public officials at all levels, Businesses large and small, and Community members like you.

Together, we can build solutions that truly support ALICE families and create a stronger, more equitable New Mexico.

Social Media Post Templates

Copy and customize these to share with your followers!

ALICE social media toolkit

Sample Copy #1

Across our state, thousands of households are working hard but still struggling to make ends meet. These are our teachers, caregivers, retail workers, and first responders—people who are Asset Limited, Income Constrained and Employed. They are ALICE.

They may not fall below the federal poverty line, but they face impossible choices every day—between groceries and gas, rent and childcare, healthcare and heat.

This September, United Ways across New Mexico will release a groundbreaking statewide ALICE Report. This data will shine a light on the real, lived experiences of ALICE households and help us work with:

Foundations

Public officials at all levels

Businesses large and small

Community members like you

Together, we can build solutions that truly support ALICE families and create a stronger, more equitable New Mexico.

Stand United for ALICE. Be part of the conversation.

[#MeetALICE](#)

Sample Copy #2

For millions of hardworking Americans, financial stability remains heartbreakingly out of reach.

These are the ALICE households—Asset Limited, Income Constrained, Employed—families earning above the federal poverty line, yet unable to afford life’s essentials.

Despite holding jobs, they struggle to cover housing, food, health care, childcare, transportation, and other basic needs—not luxuries, but the foundation of a secure life.

This is not about laziness. It’s about a system that no longer works for those trying their best.

[#MeetALICE](#)

Sample Copy #3

33% of workers in the 20 most common jobs—like cashiers, janitors, home health aides, and retail workers—don’t earn enough to cover basic needs.

These aren’t rare or fringe roles. They’re the backbone of our economy.

Yet for millions, a paycheck doesn’t equal security.

It’s time we stop confusing employment with stability.

[#ALICE #EssentialNotExpendable](#)

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