

## KEYS TO SUCCESS

- 1. Choose a Lead**  
Choose a staff member as a primary liaison who keeps other departments updated on SingleCare resources.
- 2. Share Consistently**  
Share information about SingleCare at every opportunity. People need help affording prescriptions year-round, and often don't know they need help until they do.
- 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 SingleCare 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 [SingleCare cards](#)) to agencies at least once per year

### Free Tax Prep Sites:

share SingleCare cards as a takeaway to promote the program

### Diaper Banks and Food Banks:

place in packages

### Meal Assistance Programs:

(e.g., Meals on Wheels): share in new client food deliveries

### Tabling Events:

(e.g. County Fairs, Health Fairs, etc.): distribute materials Invite SingleCare to conduct a presentation or webinar for community partners and/or staff

### Employer Partners:

Use Singlecare as a rapid response after layoffs or company closure

### 211:

Include SingleCare in the database or at any events where you are sharing resources presentation or webinar for community partners and/or staff

## RESOURCE DEVELOPMENT

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

## MARKETING/ SOCIAL MEDIA

- Share the [SingleCare Newsletter\\*](#) and [social media posts\\*](#) with your community partners
- Share SingleCare data (fiscal or annual impact reports) through your website, social media, news articles, press release, key stakeholders, etc.
- Promote wellness initiatives, e.g., flu vaccination programs, heart health discount programs, etc.

## HUMAN RESOURCES

- Make SingleCare cards available for all United Way employees and their families

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

Visit our website [www.SingleCare.com](http://www.SingleCare.com), Email us at [partners@singlecare.com](mailto:partners@singlecare.com), or call: 844-234-3057

## For 15 years, United Ways and SingleCare (formerly known as FamilyWize) have collaborated

to bring greater stability to communities nationwide. We know from experience that families living on the edge never struggle with just one issue: it's the combination of problems piling up that prevents families from finding stability and truly thriving.

At SingleCare, we know we can't address all the problems we see in our communities—but we're really good at making prescription medications affordable, so families don't have to choose between medications and other basics like food or rent.

### SingleCare offers:

- Discounts up to 80% off
- Free loyalty program with member benefits
- Spanish-language website
- Free app

Our team works hard to use our expertise to advance your goals. We hope it's helpful to you!

### 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*

### United Way State Association Testimonial

"It's easy to promote something that's positively affected your own life. I saved between \$60 and \$80 one month on a medication for which I was used to paying pocket change! I love sharing about SingleCare because it's practical and easily accessible; plus, who doesn't want to save money on things they're purchasing either way? Whether I'm speaking to a client in need, a company employee, or a community member, I can honestly say that SingleCare is for everyone!"

**Krista Paul,**  
Resource Director  
*United Way of West Tennessee*



"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 SingleCare to help those in need."

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

