**Client Talking Points/Letter Guide**

**FINAL: 3.30.21***Use this document as material for emails and calls about New Choices/New Options to your legislators.* ***(The program is listed in the budget as New Choices/New Options, so please refer to it that way whenever you’re talking to anyone in government.)***

Email Template

Subject: New Choices: Proven program meets surge in demand

Dear [Senator / Rep. NAME],

I am writing to you because I am a New Choices/New Options student/graduate. I would like to request your support to help maintain $750,000 in funding for the New Choices/New Options program under the Department of Labor & Industry.

**New Choices/New Options**, run by Pennsylvania Women Work, provides job training and education to (*single parents, displaced homemakers, and people working hard to find a job*) like me. Shortly after the shutdown due to COVID, New Choices/New Options was offered virtually to meet the needs of the many women experiencing unemployment due to the pandemic.

This service is free and helps people find fulfilling employment with a family-sustaining wage. During the class, I built my confidence, set new goals, created a career plan, revised my resume, improved my communication skills and more (*revise based on your experience).* After completing New Choices, I was able to find success and achieve sustainable employment *(could add if it pertains: got off TANF and/or unemployment compensation; earn a living wage; get back on tax rolls; become a moree productive member of society.)*

Please help provide continued support for individuals like me on their path to economic self-sufficiency, especially as we continue to rebuild our lives following this pandemic. Governor Wolf included $750,000 in funding for New Choices/New Options in the Administration’s proposed budget. As a client of PA Women Work [and your constituent], I ask you to vigorously support maintaining $750,000 line item for the New Choices / New Options program in the 2021/2022 Labor and Industry budget.

Sincerely,

[NAME]

[INCLUDE HOME ADDRESS]