



ADVOCATES FOR
COMMUNITY
HEALTH

AUGUST 2025

CHC FUNDING ADVOCACY

Congressional Outreach, Media Relations
& Social Media Toolkit



ADVOCATES FOR
COMMUNITY
HEALTH

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For questions about the content in this guide, please contact:
Advocates for Community Health at
info@advocatesforcommunityhealth.org.

HOW TO ENGAGE WITH YOUR LEGISLATORS

Meeting With Your Legislators

No one is more qualified to help guide members of Congress as they create, debate, and enact health care policy than those who deliver quality care to patients every day. Consider meeting with your federal legislators in your district to advocate for CHC funding in your community.

Email Template for Meeting Request

Dear [Senator/Representative] [Last Name],

I hope you are well. My name is [Your Name], and I serve as [Your Title/Role] at [Your Organization], a community health center serving [brief description of the population or area you serve].

I'm reaching out to respectfully request a meeting with you or your staff to discuss the urgent need for Community Health Center funding reauthorization. As you know, CHCs are the backbone of primary care for more than 30 million people nationwide—including [number] right here in your district. Without timely reauthorization and stable long-term funding, the services our patients rely on—from preventive care to chronic disease management—are at serious risk.

We would be grateful for the opportunity to share how this funding directly supports your constituents and what's at stake if Congress does not act. We are happy to meet at your convenience,

- Find contact information for your Representative's office by visiting: <http://house.gov/representatives>
- Find contact information for your Senator's office by visiting: <https://senate.gov/senators/senators-contact.htm>.
- You can also contact your Senator or Representative's office by calling the U.S. Capitol Switchboard at 202-224-3121 and asking for your Senator or Representative's office.

If you need help setting up a meeting, please contact ACH at info@advocatesforcommunityhealth.org.

either in person or virtually, and will accommodate your schedule. Thank you for your leadership and your ongoing support of community health centers. I look forward to the opportunity to connect.

Please let me know what dates work well for Senator/ Representative to meet. I value Senator/Representative name's leadership in keeping our patients and community name healthy.

Sincerely,
Name, Title

HOW TO HOST YOUR LEGISLATORS

Coordinating a Site Visit

Site visits are a great way to show your lawmaker the impact of the services you provide to the community, and the impact that funding cuts will have on your ability to deliver those services.

To make a site visit request, visit your Senator's or Representative's official website and go to the "Contact" or "Services" tab to locate a "Meeting Request" or "Schedule a Visit" form.

Sample Site Visit Agenda (60 minutes)

- 10:00 AM – Welcome remarks from the CEO
- 10:15 AM – Tour of facility and introduction to key staff
- 10:30 AM – Discuss funding and impacts
- 10:45 AM – Photo and formal policy ask
- 11:00 AM – Meeting concludes

Email Template for Site Visit Request

Dear [Senator/Representative Last Name],

I hope this message finds you well. On behalf of [Name of Health Center], I would like to extend a warm invitation to visit our facility here in [City/Town] to see firsthand the impact of Community Health Center funding on the families and communities you represent.

As you know, Community Health Centers like ours provide high-quality, cost-effective care to over 32 million Americans, including veterans, working families, children, and individuals in rural, urban, and underserved areas. In [Your District/State], we serve [# of patients served annually]—many of whom would have few or no options for care without us.

With CHC funding up for reauthorization and recent legislation passed to reduce Medicaid funding, this is a critical moment. We would welcome the opportunity to show you how federal investments directly support patient care, job creation, and cost savings in your district. It's also a chance to hear directly from patients and providers about what's at stake. We are flexible and happy to work with your team to find a convenient date and time.

Please let us know if we can schedule a visit in the coming weeks. We deeply appreciate your leadership and look forward to the opportunity to connect in person.

Warm regards,
[Your Full Name]
[Title]

CHC FUNDING ADVOCACY TALKING POINTS

Congressional Priority: Reauthorize CHC Funding & Protect Medicaid Access

Ask:

- Please support passage of as high a funding level as possible for the Community Health Center Fund by September 30, when its authorization expires.
- At the very least, we urge Congress to enact the increased funding level that was agreed upon by bipartisan leaders in December 2024 for the year end package but ultimately not enacted - \$4.5 billion for FY25 and \$4.6 billion for FY26.
- Health centers are currently facing unprecedented financial challenges.
 - Health centers are facing ongoing federal funding uncertainty, a massive health care workforce shortage, impending Medicaid coverage losses, rising medical costs, and continued erosion of the 340B program.
 - Health centers are also addressing ongoing mental health, substance abuse, and maternal mortality crises and steadily increasing patient populations.
 - In 2024, community health centers provided comprehensive primary care to over 32 million patients

Talking Points:

- Support for health centers is one issue that everyone – Democrats and Republicans, Senators and Representatives - can agree on, meaningfully benefiting patients, communities, and our nation's health.
- With robust, stable, predictable funding, health centers can provide the gold standard of primary care to all who seek it, regardless of ability to pay.
- **Continued uncertainty around the level and duration of a reauthorization of the Community Health Center Fund is already harming health centers and their patients.**
 - Without the certainty that this Fund will be available in the coming years, it is more difficult to finance large projects or engage in meaningful long-term planning.
 - Without the backstop of the Community Health Center Fund, health centers would be forced to close sites, lay off staff, and cut back service hours.
- Community health centers are the best investment you can make in health care.
 - A 2024 landmark report from the Congressional Budget Office found that CHCs create significant overall savings by reducing long-term spending in Medicare and Medicaid leading to a net reduction in federal spending by \$3.4 billion.
 - In 2023, CHCs provided care to 18% of all Medicaid beneficiaries, but CHC payments made up only 2.3% of total Medicaid spending.
 - Access to primary and preventive care at CHCs reduces utilization of costlier services such as ED visits, hospitalizations, and outpatient specialty care.

LEVERAGING THE MEDIA

Proactively Engaging the Media with Storytelling

Attention builds power that can result in change. Using the media to communicate what Medicaid means in your community can activate citizens to support these policy requests to legislators.

The media responds strongly to personal stories. Whenever possible, engage the media by sharing your stories about how these policies will affect your patients and services through real-life case studies and personal testimonials. Weaving data into personal stories can help to provide broader insight at a more emotional level.

Ways to Engage the Media

A proactive approach involves consistent personal outreach to reporters and editors. Check websites for specific health policy reporter contacts, submit a “news tip” for your story, or tag reporters and outlets in your social media.

Consider the variety of tools that can be used for sharing information with media including:

- Media alert/advisory about an event
- Press release
- Media pitch for a specific story
- Fact sheet
- Media Kit

There are additional options to advocate for Medicaid in a local newspaper or magazine by using the following:

- Letter to the editor
- Op-ed
- Blogs

Media Outreach Ideas

Consider using date hooks to create story angles. Awareness days are additional opportunities to engage with policymakers, the media, and community stakeholders.

In August, the following health awareness campaigns are observed:

- National Immunization Awareness Month
- National Eye Exam Month
- Children’s Eye Health and Safety Month

Non-Traditional Outreach

If a legislator visits your health center, offer to write an article they can use in their newsletter that goes out to all the constituents in the district.

Media Dos and Don’ts

Do:

- Be aware of a reporter’s deadline and provide contact info where you can follow-up quickly. Today’s 24/7 news requires quick responses.
- Do tailor a media pitch to each reporter and don’t send blanket emails.
- Be a resource even if you do not know the answer to a question.

Don’t:

- Presume reporters know what your health center does in your community.
- Use too much industry jargon which can be confusing.

MEDIA OUTREACH TOOLS

Op-Ed Template - CHC Funding

Title: Community Health Centers Can't Afford to Be Left Behind

Across the country, Community Health Centers quietly deliver one of the greatest returns on investment in our health care system. From rural/urban areas to **YOUR CITY/TOWN**, these centers provide essential primary care to more than 32 million Americans—including veterans, working families, seniors, and people in areas where hospitals are far away and doctors are in short supply.

Now, this vital part of our health care infrastructure is at risk. Unless Congress acts, funding for Community Health Centers will expire on September 30, 2025, threatening the stability of a model that works—for patients, taxpayers, and communities alike.

Community Health Centers aren't government-run clinics. They are locally governed, fiscally disciplined nonprofits that stretch every dollar. They reduce health care costs by keeping people out of emergency rooms and managing chronic conditions before they become crises. In fact, they save the health care system over \$24 billion each year—a smart investment by any measure.

They also serve a critical role in rural America, where health care access is declining and hospital closures are rising. CHCs step in where the private market has retreated, making sure rural communities aren't left behind. They support thousands of jobs in health care and related industries, keeping people healthy and economies strong.

Most importantly, reauthorizing CHC funding is not a partisan issue. It has earned support from both sides of the aisle for 60 years, because it reflects shared values: fiscal responsibility, local control, and service to those in need.

Lawmakers have consistently championed policies that are cost-effective and community-based. This is one of them. Congress should act now to reauthorize long-term, stable funding for Community Health Centers, because strong, healthy communities are the foundation of a strong, healthy nation.

Name

Title

Health Center Name

SOCIAL MEDIA RESOURCES

Today, almost all legislators and policymakers have an X.com account and actively engage on it with their constituents, making it a powerful tool for advocacy.

Sample Social Media Posts

X.com Messages

 Rural health care is on the line.

Congress must reauthorize Community Health Center funding to protect care for 32M+ Americans, lower costs, and support local jobs.

👉 Local care. Fiscal sense. Bipartisan support. #FundCHCs #RuralHealth

Community Health Centers save taxpayers \$24B/year by keeping people out of ERs and managing chronic conditions early.

Let's reauthorize their funding and keep America healthy the smart way.

#CHCfunding #HealthcareThatWorks

Identify key collaborators to follow and reach out to these accounts directly on the platform about your work. The goal is for them to engage and share your message.

Facebook or LinkedIn Message

Over 32 million Americans—including veterans, working parents, and rural families—depend on Community Health Centers for care. These locally governed, cost-effective centers save taxpayers \$24 billion annually.

But their federal funding is at risk. If Congress doesn't act, health centers across the country will face staffing cuts, site closures, and reduced access—especially in rural areas where they're often the only option.

CHC funding is a smart, bipartisan investment in our communities. Let's keep America healthy and fiscally strong.