

# 2018 Prosperity Now Scorecard Toolkit



## Short Posts

*(Ideal for Twitter)*

- Whose bad choices are *\*actually\** keeping families and individuals from prosperity? The #ProsperityNowScorecard reveals that the answer may not be what you think. <http://scorecard.prosperitynow.org/>
- You may never hear a politician outright say, "Poor people don't deserve to prosper," but findings from the 2018 #ProsperityNowScorecard reveal that current policies imply just that. <http://scorecard.prosperitynow.org/>
- Did you know that nationally, (rate/measure)? More data in the 2018 #ProsperityNowScorecard highlight how many U.S. households are being locked out of opportunities to get ahead. How does your state measure up? <http://scorecard.prosperitynow.org/>
  - *Example:* Did you know that nationally, 24.5% of consumers have an account in collections? More data in the 2018 #ProsperityNowScorecard highlight how many U.S. households are being locked out of opportunities to get ahead. How does your state measure up? <http://scorecard.prosperitynow.org/>
  - *Example:* Did you know that nationally, 38% of people live in liquid asset poverty? More data in the 2018 #ProsperityNowScorecard highlight how many U.S. households are being locked out of opportunities to get ahead. How does your state measure up? <http://scorecard.prosperitynow.org/>
  - *Example:* Did you know that nationally, households with members with a disability are nearly 2x as likely to have incomes below the federal poverty line? 2018 #ProsperityNowScorecard highlight how many U.S. households are being locked out of opportunities to get ahead. How does your state measure up? <http://scorecard.prosperitynow.org/>
- (State) ranks (ranking) in (issue area) in the 2018 #ProsperityNowScorecard. Where does your state fall in the rankings? <http://scorecard.prosperitynow.org/>

## Long Posts

*(Ideal for Facebook & LinkedIn)*

- JUST RELEASED: New data from the 2018 #ProsperityNowScorecard correct important myths about what propels some toward prosperity while preventing others from the opportunity to thrive. Read the analysis: [scorecard.prosperitynow.org/findings](http://scorecard.prosperitynow.org/findings)

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- Did you know that nationally, (rate/measure)? More data in the 2018 #ProsperityNowScorecard highlight how many U.S. households are being locked out of the opportunity to get ahead. How does your state measure up? <http://scorecard.prosperitynow.org/>
- “If our elected officials and policymakers focus on making better choices, the whole of our nation will benefit.” New data from the 2018 #ProsperityNowScorecard reveal that politicians play a key role in putting families on a path to prosperity—or preventing them from setting out on that path. <http://scorecard.prosperitynow.org/>
- Our national discourse about economic policies asserts—sometimes subtly but increasingly overtly—that those at the top deserve help building wealth, often at the expense of Americans with moderate means. This discourse is made possible because the American public has been effectively persuaded by a broader narrative about who deserves to reap the fruits of our national labor. This false narrative relies on racist, sexist, xenophobic and nationalistic tropes that exploit false divisions and pit groups against one another. <http://scorecard.prosperitynow.org/>
- The data that comprise the 2018 Prosperity Now Scorecard make one thing clear: the dominant narrative about low-wealth people is nothing but a series of myths. <http://scorecard.prosperitynow.org/findings>
- Taken together, the thousands of data points that comprise the 2018 Prosperity Now Scorecard illustrate that poor choices aren’t why families are poor. <http://scorecard.prosperitynow.org/findings>

## Posts Linking to Webinar Recording

*(Available starting in the afternoon on February 6)*

- Listen to researchers and policy experts unpack the latest data from the 2018 #ProsperityNowScorecard, highlight emerging trends and answer questions about how residents in all 50 states are faring financially and what state governments can do to help. <https://prosperitynow.org/resources/national-launch-2018-prosperity-now-scorecard>
- Whose bad choices are \*actually\* keeping families and individuals from prosperity? Researchers and policy experts break down data from the #ProsperityNowScorecard that reveal the answer may not be what you think. <https://prosperitynow.org/resources/national-launch-2018-prosperity-now-scorecard>
- The data laid out by researchers and policy experts in the 2018 #ProsperityNowScorecard make one thing clear: the dominant narrative about low-wealth people is nothing but a series of myths. <https://prosperitynow.org/resources/national-launch-2018-prosperity-now-scorecard>

## Shareable Images

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