

Inside Access

Financial Security For All



November 21, 2013

Welcome to *Inside Access*.

This biweekly digest is just one of many efforts to lift up the good work happening across the asset-building field. We seek to amplify your successes, findings, and challenges, and welcome your input about ways to help you do so. We look forward to everyone's partnership. Contact us at AssetBuilding@policylink.org.

RECAP: Persuade 7 of 10 Americans to Support Gov't Action on Financial Security



Yesterday, we hosted a webinar with the [Ford Foundation](#) and [Hattaway Communications](#) on how to persuade Americans to support government action on financial security.

Interesting tips were shared on framing and specific language – both in terms of what works and what does not.

Listen to the webinar playback and [click here](#) to download the messaging manual.

You can also view our [Twitter storify](#) of #persuade7of10 [here](#).

Leveraging Mobility: Building Wealth, Security and Opportunity for Family Well-Being



This week, the [Institute on Assets and Social Policy](#) released the **first brief** from its Leveraging Mobility Series.

The Leveraging Mobility series examines how working and middle class families use assets to advance security and mobility or, in some cases, struggle to gain ground in the absence of assets. The brief provides surprising insights into how families are faring within this changed national landscape, especially in the wake of the Great Recession.

[Click here](#) to learn more.

California Asset- Building Coalition Conference



Impact Matters: Building Financial Empowerment through Policies and Programs

December 4, 2013 (8:00 a.m. – 5:00 p.m. Pacific)

Income and wealth inequality are at historic highs. To tackle the crippling financial challenges faced by a growing majority of U.S. households, diverse stakeholders are coming together to share wealth-building strategies aimed at ending poverty and building inroads into the middle class. The [California Asset Building Coalition \(CABC\) 4th Annual Conference](#) will provide a day of learning and sharing best practices – from innovative new models to proven strategies – that help Californians become financially empowered.

[Click here to view the agenda and register.](#)

Protect Your Pay: Payday Lending Twitter Chat on 12/12



We invite you to join us for a Twitter conversation about the predatory nature of payday loans and ways to promote change through policy advocacy. You can follow the discussion by searching our twitter handle: [@Access2assets](#) or our hashtag: [#protecturpay](#) on **Thursday, December 12, 2013.**

The chat is designed to engage a broad audience on the issue and its impact on low-income communities and communities of color nationwide in a short, compelling, and concise way - using just 140 characters! We will hear from David Gray, Policy Analyst at the [Louisiana Budget Project](#) and learn about policy advocacy opportunities to promote change. The chat will begin at 11:00 a.m. PT/1:00 p.m. CT. We look forward to chatting with you!

[Click here to learn more about payday lending.](#)

Don't Forget to Check Out Our Partner Spotlight: EARN



What kind of micro-savings products are available for low-income families?

What is the state of CalWorks asset-limits testing? Check out the [NEW Partner Spotlight on Access!](#)

Happy Thanksgiving, See you in December!



Happy Thanksgiving!

The next issue of *Inside Access* is slated for December 5th, meanwhile visit the [Access website](#) for the latest information from the asset-building field!

Have a news story or report you'd like to share with others on Access? [Email the Access team](#) to add your resources to the library!

Access to Financial Security for All is a project of PolicyLink with support from the Building Economic Security Over a Lifetime initiative of the Ford Foundation.

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