



Building Power Through Collective Action: **#JustPay Campaign**





OUR MISSION

HSC strengthens New York's nonprofit human services sector, ensuring New Yorkers from all walks of life, across diverse neighborhoods, cultures, and generations reach their full potential.

HSC'S CURRENT ADVOCACY AGENDA

#JustPay Campaign

- City COLA expires next year
 - Ensure it stays in the budget
 - Work on implementation
- Introduce Wage Equity Bill
 - Intro this fiscal year
 - Pass next year
- State TII
 - Include all programs
- Wage Board and Wage Equity

Procurement Reform

- Get providers paid
 - Invoice resolution
 - Budget mods
- Mayoral transition
 - Refresh procurement briefing book for next Administration
- State Prompt Contracting
 - Working with statewide groups on system reforms

Crisis Resilience

- Provide resources to members on federal issues
- Engage with partners on federal advocacy
- Train members on new needs
- Ensure disaster response includes the nonprofit sector
- Respond to emerging threats

Charting a Pathway for the Future: HSC's New Strategic Plan

Learnings from strategic planning research

- 1 HSC's advocacy priorities are clear – procurement, pay equity, and contracting reform are the central issues affecting New York's human services organizations.
- 2 Members, external partners, peer coalition groups, and government see HSC as a leading, respected voice for the sector, and want HSC to continue to advance a bold advocacy agenda.
- 3 Stakeholders are enthusiastic about and believe in the power of HSC's emerging 501(c)(4).
- 4 There is an opportunity for HSC to more clearly communicate its advocacy strategy, goals, and successes with members and external partners.
- 5 Inherent in a diverse coalition, there are divergent opinions, disagreements, and tensions among HSC's members and the sector, especially on the tactics that should be used. There is a need for HSC to continue to invest in aligning and unifying the sector for effective mobilization and advocacy.

WHAT IS POWER?

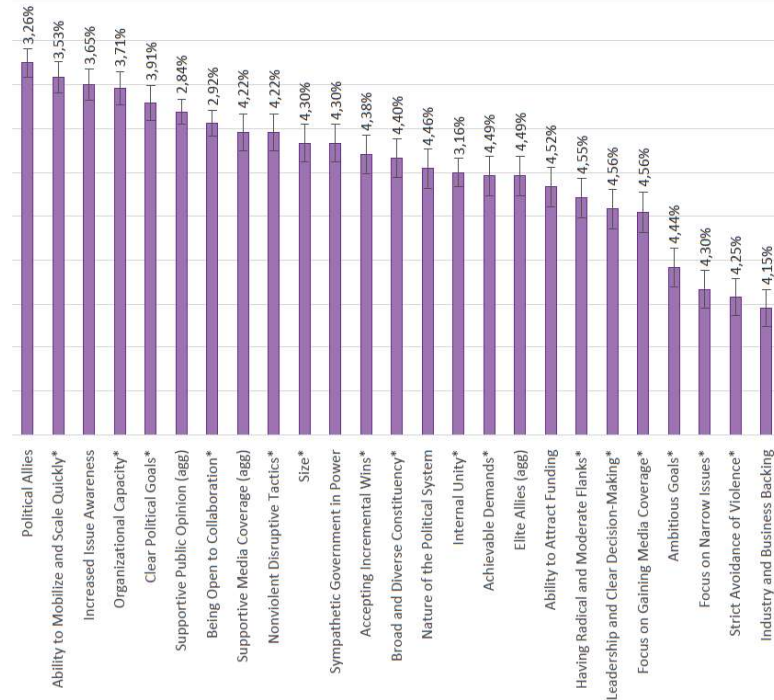
1. ABILITY TO DO OR ACT; CAPABILITY OF DOING OR ACCOMPLISHING SOMETHING:
2. POLITICAL OR NATIONAL STRENGTH:
3. THE POSSESSION OF CONTROL OR COMMAND OVER PEOPLE

HOW IS HSC DEFINING IT?

1. HOW DO WE GET ELECTED OFFICIALS TO MOVE ON OUR ISSUES



Ranking Internal and External Factors of an SMO's Success



THE NEED TO BUILD THE SECTOR'S POWER

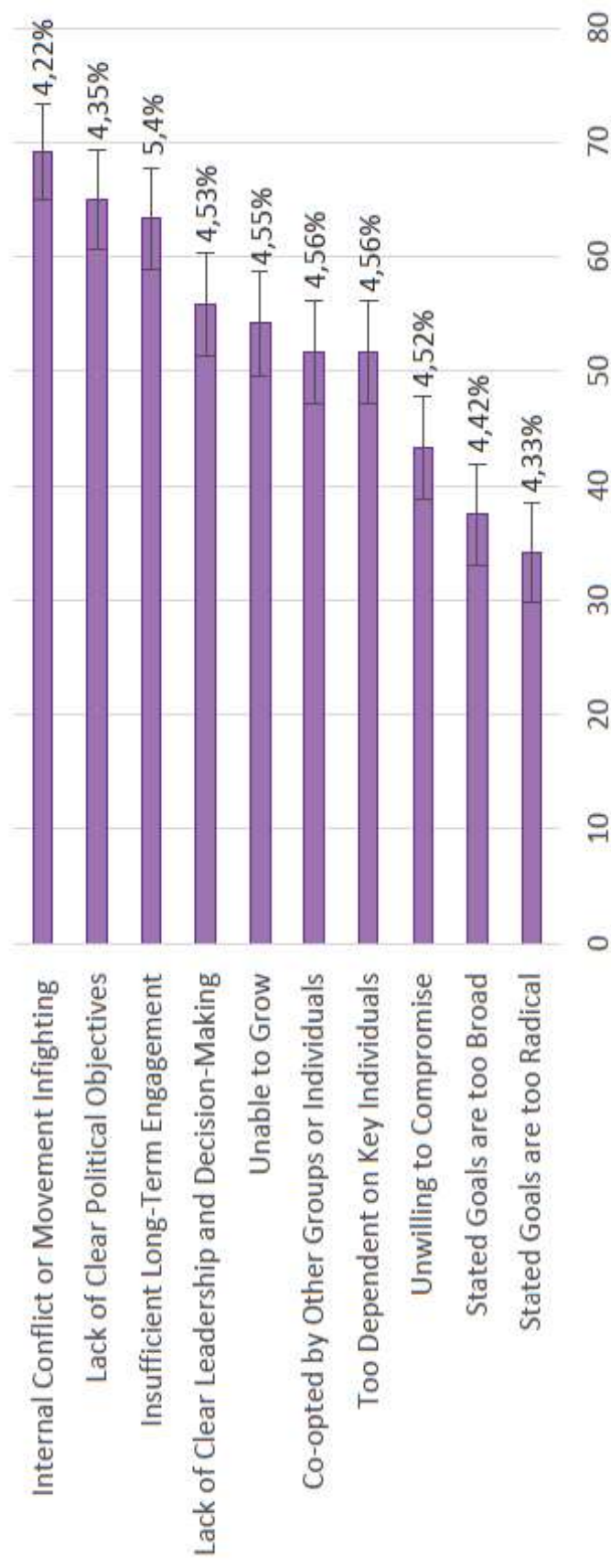
MOVEMENT BUILDING

- A ranking of internal and external factors that contribute to social movement success (from a study that surveyed 120 social movement experts)
- Political allies and ability to mobilize are at the top
- Media coverage, issue awareness, and public opinion matter

THREATS TO BUILDING POWER & ACHIEVING SHARED GOALS

Infighting, duplication of efforts, and lack of political objectives were barriers to movement success.

Ranking Internal Threats to an SMO's Success



**THAT'S WHERE
#JUSTPAY
COMES IN...**



BUILDING A LONG-TERM MOVEMENT

Lasting, systemic change takes time.

#JustPay is more than a short-term campaign. It is a long-term movement of 10,000+ advocates fighting for true wage equity for human services workers.

FIGHTING FOR SYSTEMIC CHANGE

Annual COLAs alone don't deliver wage equity.

We need systemic solutions that make #JustPay permanent and not solely dependent on whether elected leaders decide to fund a COLA every year.

USING MULTIPLE LEVERS TO GET THERE

Systemic change doesn't come from one place.

We pursue multiple policy goals, at multiple levels of government, using multiple levers for change. If we fall short in one area, we move forward on others.

WHAT IS THE #JUSTPAY CAMPAIGN?

The #JustPay Campaign is advocating to end government-sanctioned poverty wages for New York's human services workers.

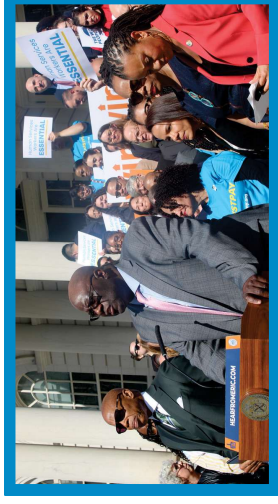
COLLECTIVE ACHIEVEMENTS

Our accomplishments since the #JustPay Campaign's launch in 2021...

CITY ADVOCACY

 **\$1.4 BILLION** invested by the City towards wage increases for City-contracted human services workers

 **PREVAILING WAGE BILL** introduced to the NYC Council to set a required prevailing wage for City-contracted human services workers

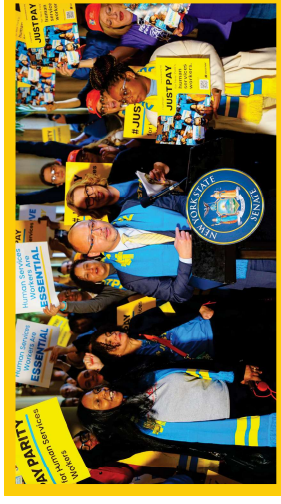


STATE ADVOCACY

 **OVER \$2.5 BILLION** invested by the State towards COLAs/TII for human services workers

 **S3953/A5589 (WAGE BOARD BILL)** introduced to the Legislature and secured **8** Senate sponsors and **62** Assembly sponsors

 **S3669B (COLA EXPANSION BILL)** introduced to the Legislature and gained **7** Senate sponsors and **48** Assembly sponsors



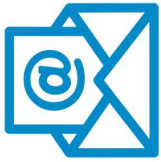
BY THE NUMBERS...

Since our launch in 2021...



10,000+

advocates joined



13,800

emails sent
to City and
State leaders



9,800

advocates attended our
rallies and
Advocacy Days



200+

meetings held
with legislators



2,100

sign-ons



[Manager Outreach Email Template:](#)

[JustPay Emergency Email Action for Human Services Workers](#)

EMAIL CAMPAIGN LINK FOR YOUR WORKERS:

<https://secure.everyaction.com/uYVFAXIRfkOPXsbn4APC7w2>

MANAGER OUTREACH TOOLKIT:

[Phone Zap - We Want the Wage Board](#)

Send this toolkit to your program managers so they can encourage their staff to sign up for our #JustPay Phone Zap **BEFORE END OF DAY ON FRIDAY, MAY 17TH!**

[TABLE OF CONTENTS](#)

[NEW STAFF EMAIL TEMPLATE - SEND ASAP!](#)

[VIDEO](#)

[GRAPHIC](#)

[PHONE ZAP EVENTS AND CONTESTS](#)

[STAFF NEWSLETTER OR INTRANET BLURB](#)

Subject line: Emergency Email Action for JustPay!

Dear staff,

It's all hands on deck for JustPay!

The final State budget is running late, with the legislature and Governor continuing to negotiate which priorities will be included in the final budget. While we hope for the budget to pass soon, this delay gives us more time to push for a 3.2% cost-of-living adjustment (COLA) for State-contracted human services workers.

Our partners at the JustPay Campaign have organized an [Emergency Email Action](#) to get the COLA over the finish line and ensure the legislature will support it in the final budget!

Email your State Assemblymember [here](#) with one click and remind them that we are counting on their support for the COLA.

There's not much time left, so we encourage you to email them today!

Thank you,

#JUSTPAY
STATE ADVOCACY

**PHONE ZAP:
WE WANT
THE WAGE
BOARD!**

UNTIL FRIDAY, MAY 17TH
CALL ANY TIME, ANYWHERE!

Call your Assemblymember to demand support for the Wage Board Bill!

[bit.ly/WageBoardPhoneZap](#)

Human Services Workers Are ESSENTIAL

#JUSTPAY
STATE ADVOCACY

**EMERGENCY EMAIL ACTION:
WE'RE COUNTING
ON THE
COLA!**

THE STATE BUDGET IS RUNNING LATE...

Email your Assemblymember to remind them we're counting on a 3.2% cost-of-living adjustment (COLA) for State-contracted human services workers!

[bit.ly/JustPay-Emergency-Action](#)

Year In Review: State Budget Outcomes



WIN



- Legislature included 4% TII in both one-house budgets – beyond our initial 2.7% ask, and final budget includes the 2.7% aks

SETBACK



- The budget did not fund excluded programs

POWER



- We built a broader coalition including The Council of Agency Executives

FOLLOW US



Bluesky: @hscny.bsky.social



Instagram: @hscny



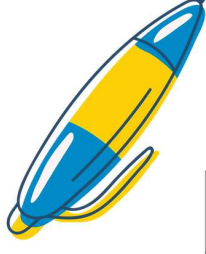
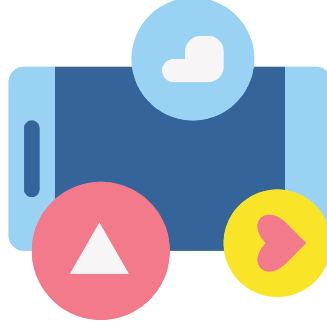
TikTok: @hsc_ny



Facebook: Human Services Council
of New York



LinkedIn: Human Services Council of
New York



justpayny.org/stay-connected



WHY IS SUSTAINED ADVOCACY CRUCIAL?

The #JustPay Campaign is focused on long-term movement-building - not just short-term victories - because that is how we achieve systemic change.

Years or decades from now, New York's human services sector could look very different because of the gradual wins and steady actions we take now.



***When We Fight,
We Win!***

