



ACT FOR OLDER ADULTS

National Day of Action for Older Adults Ten Ways to Do Your Part on June 23

LeadingAge's [Act For Older Adults](#) campaign rallies all Americans in urging Congress to deliver crucial resources to older adults and aging services providers. We sent a letter to Congress filled with robust recommendations on behalf of our members. Now we're asking every LeadingAge member organization to do its part to ensure Congress hears our collective voice.

All our advocates should maintain social distancing throughout this campaign. Congress will hear a virtual army banging on their doors on June 23, the National Day of Action for Older Adults. Here are ten ways for your organization to join the fight!

1. Call or email your members of Congress. A new action alert will come out Tuesday via email and at leadingage.org/act.
2. Add your organization's name to our [COVID-19 legislative sign-on letter](#) by tonight!
3. Schedule a [virtual congressional meeting](#) with your members of Congress. Your local congressional office wants to hear from you.
4. Send a special newsletter to encourage residents and their families to join the campaign (use [this newsletter blurb](#) as a starting point).
5. Follow @LeadingAge on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#) and include #Act4OlderAdults in all your campaign posts.
6. Update your social media accounts with Act For Older Adults [campaign creative](#) and pin posts the top of your feeds.
7. Share the Act For Older Adults [campaign video](#) on your social media accounts.
8. Record short videos of you, your staff, residents, and their families urging people to Act For Older Adults and/or making calls to Congress. Post the videos on your social media accounts (don't forget the hashtag #Act4OlderAdults).
9. Encourage your staff, residents, and their families to contact Congress themselves and to spread the word about the Act For Older Adults campaign with their friends and families on social media.
10. Recruit local celebrities and public figures to participate in the campaign by calling or emailing their members of Congress, and recording and posting a short video and uploading it to their social media accounts.

We need EVERYONE TO ACT to make this campaign a success. You don't have to do everything on the list above, but we ask you to do something. And start thinking ahead. The June 23 National Day of Action for Older Adults is only the beginning: plan activities throughout the next several weeks.