



2023 Older Americans Toolkit How to Use This Toolkit

Welcome to Older Americans Month - observed each May thanks to a declaration by President Lyndon B. Johnson upon signing the Older Americans Act of 1965. The federal Administration for Community Living has themed this year "Aging Unbound."

This Older Americans Month, we want you to get the word out to your communities, elected officials, and community and union groups about the vital role programs like Social Security, Medicare, and Medicaid play in the lives of retirees. Take advantage of the information and materials within the 2023 Older Americans Month Toolkit to share with existing affiliates and bring new ones in.

Mobilization

This toolkit is designed to support your work advancing the retiree agenda for your activism as well as a means to engage partners and affiliates. Members and activists can take coordinated individual actions and share with and enlist others to organize with the Alliance for Retired Americans to build a larger community of strength.

Our Earned Benefits

Included in this toolkit is the Alliance's powerful new [3-minute video about Social Security](#). It covers the facts about Social Security and the current threats that it is facing from politicians who are willing to jeopardize the benefits that seniors, disabled workers, and their families rely on, all for their own political gain. We encourage you to use this video as a tool to help get the word out about the importance of protecting and expanding Social Security. Share the video with your members, and use it along with the [companion PowerPoint](#) to present to current and potential Alliance affiliates.

Letters to the Editor

Older Americans Month is a great occasion for writing letters to area editors. Included in this toolkit are sample letters that correspond to the legislative asks prioritized this May.

Lobby Visits

Scheduling Your Visit

The lobby kit has a full outline for your visit. Read through each step. When you are ready, contact your local congressional offices and request virtual meetings for your group with members of the House, Senate and or staff. The Alliance Zoom account is available to host your meetings if it is helpful. [Use this tracker for this and any other requests](#). Hold a pre-visit meeting with your group to organize speaking order and asks. Bring the lobby day talking points and fact sheets and report back form to your meeting.

Reporting Back

Be sure to take a screenshot picture of your visit. Be sure to debrief with your group immediately following your visit and make sure you have all the responses for the report



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back form. [Complete the online report back form](#) and send pictures to Mobilization@RetiredAmericans.org.

Fact Sheets & Position Papers

Familiarize yourself with the Older Americans Month Position Papers in advance of your visits. Each of the legislative asks associated with these papers are listed on the Lobby Visit Report Back Form included in this toolkit.

- [2023 Social Security and Medicare Facts and Figures](#) – All you need to know about Social Security and Medicare, updated April 2023.
- [Expanding Social Security](#) – Originally released as part of our Winter Legislative Toolkit, this updated position paper includes new legislation that has been introduced in 2023.
- [Threats to Social Security](#) – This Fact Sheet explains the most salient proposals which, if enacted, would threaten individual benefits as well as the foundation of the entire program.
- [Retirees Labor 2022 Post-Election Analysis](#) – This analysis highlights the crucial role retirees hold in elections.

Photography for Action

Included in this toolkit is a PowerPoint with tips and tricks for taking great photographs of your actions, events, meetings, and lobby visits. Share your pictures with us! retiredamericans.org/stories

Questions? Email Mobilization@RetiredAmericans.org with any question or request.