



## 2024 Anniversary Toolkit How to Use This Toolkit

Welcome to Anniversary Summer. This year is the 59th and 89th anniversary of Medicare and Medicaid, and Social Security, respectively. The Alliance will work all summer to support your efforts to celebrate these milestones as a means to protect and strengthen the programs and earned benefits of all Americans.

As a means of continuing our mobilization, we will hold anniversary celebrations to and bring to our most critical earned benefits, demand action to protect and expand Social Security and Medicare, and work to elect our retiree champions to the White House and Congress.

### Fact Sheets and Position Papers

- [Social Security and Medicare Facts and Figures](#) – All you need to know about Social Security and Medicare in 2024. This is the most updated information about average benefits, eligibility, cost of living adjustments and more.
- [Inflation Reduction Act](#) – One in four people over the age of 65 report not taking at least one prescription drug as prescribed due to its cost. Meanwhile, pharmaceutical corporations are making record profits, lining the pockets of their executives and shareholders while patients struggle to afford the drugs they need to stay healthy. To help reverse the pharmaceutical industry's stranglehold on our health care system, on August 16, 2022 President Biden signed the Inflation Reduction Act into law. It means lower prescription drug prices for millions of Medicare beneficiaries.
- [Project 2025](#) – The Protecting the Right to Organize Act is the top legislative priority for labor this summer. The PRO act will protect and expand workers' rights and strengthen penalties against employers who violate the NLRA.
- [Expanding Social Security](#) – 65 million Americans – one out of every five households – relies on Social Security's lifetime, guaranteed benefits. To continue to provide retirement security for current and future generations, it is time to strengthen and expand Social Security and increase benefits. Many members of Congress recognize the need for action and are proposing legislation that will ensure the Social Security system remains strong and Americans receive the benefits they have earned.



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## 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 and individual actions and can share with and enlist others to organize with the Alliance for Retired Americans to build a larger community of strength.

## Planning your Anniversary Event

This summer, we want to celebrate the anniversaries of Social Security and Medicare while raising up our elected representatives who fight to protect our earned benefits, and holding accountable those who are seeking to destroy them. This toolkit contains a planning guide and ideas to help you get started. As you schedule your anniversary events, please enter them in our [Alliance Events Tracker](#).

## Hero/Zero Awards

Celebrate our Alliance Retiree Heroes with awards during lobby visits, endorsement events, or even press conferences. And while our Zeroes might not grace us with their presence, it's our chance to spotlight their lack of support for retirees loud and clear. Included in this toolkit is a guide to help you get started. Alliance staff are available and eager to help work out the details and plan your event! Please reach out to [Mobilization@RetiredAmericans.org](mailto:Mobilization@RetiredAmericans.org) to get started.

## Get out the Vote

The 2024 elections will be crucial in determining the future of retirement security. We encourage you to support Alliance-endorsed candidates, and get involved with your state's Labor 2024 program.

## Anniversary Summer PowerPoint Presentation

This toolkit contains a PowerPoint Presentation that lays out all information you'll need for a successful Anniversary Summer. It also contains our award-winning video [Our Earned Benefits](#) video that provides a great explainer on Social Security and what we can do to fight back against attacks and misinformation. We recommend that you show it at your anniversary events and retiree meetings.

## Sharing Your Story



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Personal stories about how Social Security, Medicare and the cost of prescription drugs affect us help highlight why we are advocates. For this reason, we have included our Personal Storytelling guide. Personal storytelling is one of the most powerful tools for change. As you and your group collect and hone your personal stories, share them with [Mobilization@RetiredAmericans.org](mailto:Mobilization@RetiredAmericans.org) for inclusion in future advocacy actions.

### Letters to the Editor

Anniversary Summer is a great season for writing letters to your area editors. Included in this toolkit are sample letters that correspond to the retiree issues in play this summer outlined throughout this toolkit.

**Questions?** Email [Mobilization@RetiredAmericans.org](mailto:Mobilization@RetiredAmericans.org) with any question or request.