



Alliance  
*for* Retired  
Americans®



# Building Retiree Power in 2026

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April 27 – 29, 2026

# Workshop Agenda

- 1** Why Retirees Matter in 2026
- 2** What's at Stake in the Midterms
- 3** Building Stronger Alliance Chapters
- 4** State Power Mapping
- 5** How Retirees Win Elections
- 6** 2026 State Action Planning
- 7** Closing Commitments & Next Steps

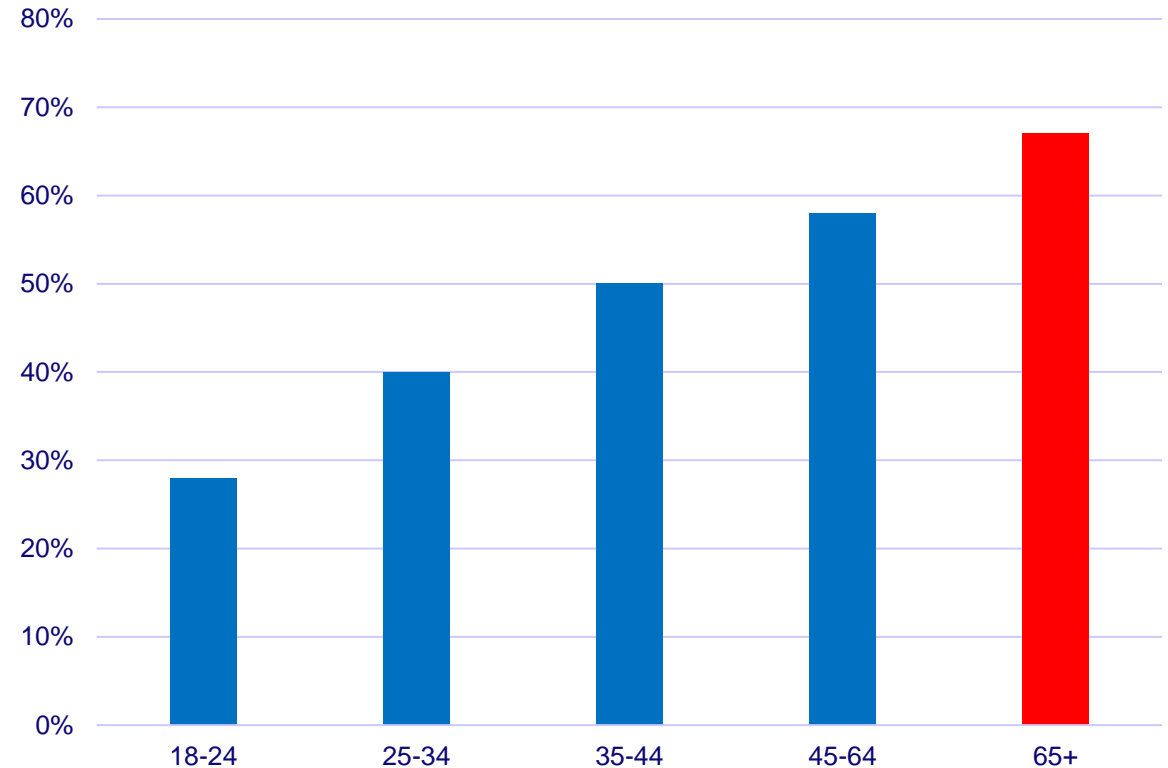


# Why Retirees Matter More Than Ever

## Retirees Are a Political Force

- Highest voter turnout demographic
- Trusted voices in communities
- Deep organizing experience
- Time and flexibility to volunteer
- Growing share of electorate in key states
- Intergenerational leaders

2022 Midterms Voter Turnout by Age



# What's at Stake in 2026

## The 2026 Midterms Will Shape:

- Social Security
- Medicare & Medicaid
- Prescription drug costs
- Labor rights
- Voting rights
- Public services seniors rely on
- Democracy itself



# Retirees Are Movement Builders

## The Retirees Lead Change Through:

- Voter Contact
- Storytelling
- Lobby visits
- Coalition work
- Peer-to-peer outreach
- Mentoring new activists



# Retiree Power in 2026

Winning Elections • Growing Membership • Stronger Chapters

## People

- Recruit
- Train
- Lead
- Delegate

## Comms

- Email
- Social Media
- Media

## Structure

- Meetings
- Committees
- Local Chapters

## Partners

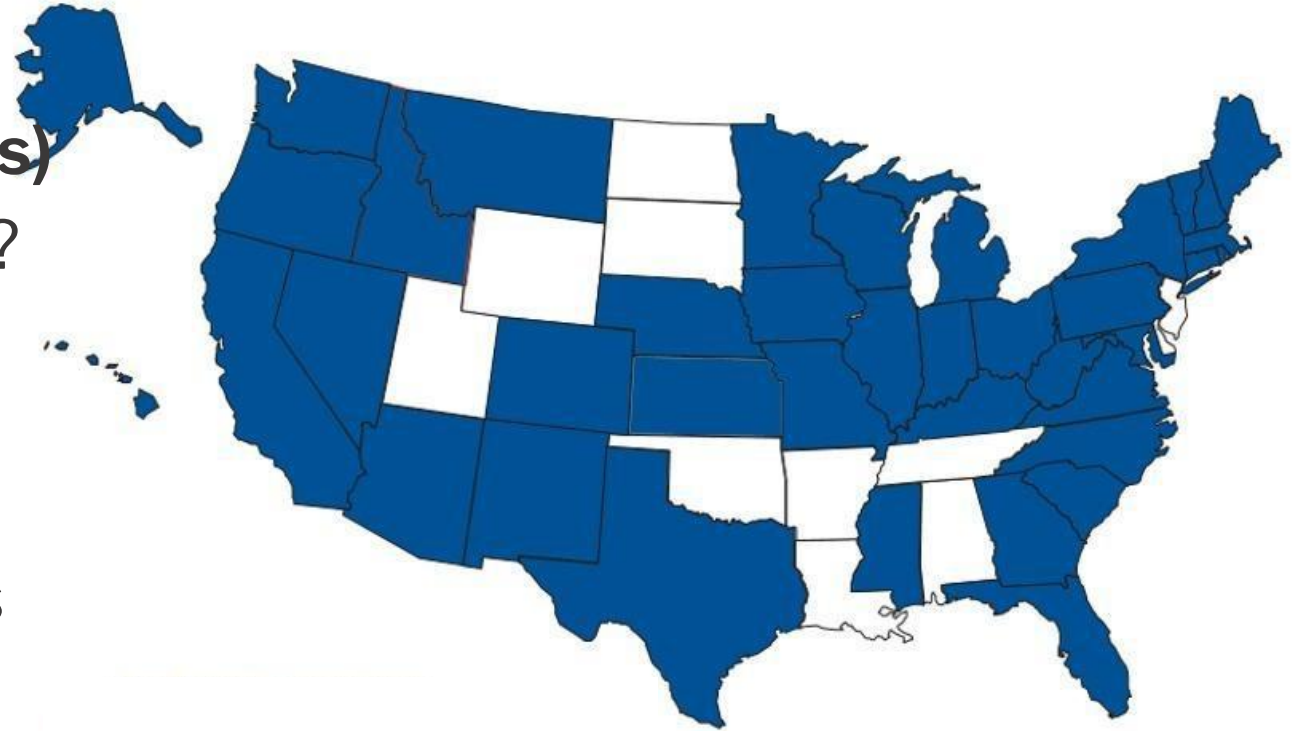
- Labor
- Progressive Orgs
- Senior Centers
- Faith Groups



# Table Exercise: Power Mapping Our States

## Discuss at Your Tables (10 Minutes)

- What is our chapter strongest at?
- Where are we weakest?
- Which retirees are not yet engaged?
- What 2026 race or issue matters most?



# State Action Sprint

## Choose **ONE** Priority

- Grow membership 20%
- Build election volunteer team
- Win issue campaign
- Turn out voters in key district

## Then Answer:

- ▶ First 3 steps
- Who leads?
- What support do you need?



# How Retirees Win Elections

## Electoral Power in 2026

- Relational organizing
- Vote-by-mail education
- Early vote rallies
- Poll monitoring
- Candidate forums
- Hero/Zero Awards
- Phonebanks



# Mobilization Strategies

## ✓ Join Labor 2026

Reach out to your local AFL-CIO body and ask how you can get involved in turning out retiree voters. Host an ARA phone bank.

## ✓ Hold Politicians Accountable

Call out every member of Congress who voted against retirement security. Hold protests, post their voting records on social media, and present Zero Awards. Don't let voters forget in November.

## ✓ Support Retiree Champions

Lift up the leaders who stood with seniors. Host endorsement events, candidate forums, and press conferences. Make sure they know we have their backs.

## ✓ Educate & Share

Stay informed and spread the word!

Get fact sheets, updates, and sign up for our weekly *Friday Alert* at: [retiredamericans.org](https://retiredamericans.org)

## ✓ Hold an Anniversary Event

Mark the 91st and 61st anniversaries with action, not just celebration. Use our Anniversary Summer Toolkit to organize a vigil, rally, or town hall that highlights what's at stake and demands protection of Medicare, Medicaid, and Social Security



# May 7<sup>th</sup> Webinar: AI & Our Democracy

AI threats aren't limited to the workplace or online scams; they can also spill over into broader society. Scammers and bad actors can use AI systems to produce misinformation and election deepfakes to undermine elections and our democracy, public trust, and informed public discourse.

Join us for this webinar, jointly hosted by the AFL-CIO and the Alliance for Retired Americans, as we explore these important topics and equip you with the skills to spot election deepfakes and uncover who's behind these tactics.



# How Can We Help?

- Remarks/LTE support
- Fact Sheets
- Press Releases
- Event Planning
- Legislative Help
- Event Planning
- Toolkits
- Training
- What else?



# Retirees Built This Country.

## In 2026, Retirees Can Help Save It.

### Commit Today To:

- Recruit one new activist
- Attend one action
- Lead one project
- Move ten voters



# Questions?

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