2022 Home for the Holidays

Aging Network Toolkit

Ready to Volunteer...Now What? A Guide On Giving Back for Older Adults
About Home for the Holidays Campaign
Tied to the holiday season, the annual Eldercare Locator Home for the Holidays campaign encourages families to start conversations about what can be considered difficult topics about the health and welfare of older adults in their families. The Eldercare Locator is funded by the Administration for Community Living and administered by USAging.

About This Toolkit
USAGing has developed this toolkit to help Area Agencies on Aging, Title VI Native American Aging Programs and other organizations in the Aging Network share information about the local services they offer to support older adults as they seek information on engaging in volunteer opportunities in communities around the country. Organizations can customize and use the materials included in this toolkit, which include sample social media posts, newsletter articles and a press release template, to participate in the Home for the Holidays campaign and share information about their own resources for older adult volunteers. For more information about the campaign, to order the brochure and to view other materials, visit www.usaging.org/h4h2022.

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Share Your Agency’s Participation
- Twitter
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  o #Volunteering is a great way to help others and reduce health problems! That’s why we’re participating in the @EldercareLoc and @theUSAGing’s Home for the Holidays campaign focused on encouraging #OlderAdults to volunteer. www.usaging.org/h4h2022 #H4H2022

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Promote Your Agency’s Volunteer Programs and the Eldercare Locator
- Twitter
  - Are you looking to give back to your community? Contact [Agency Name] to find a local #volunteer opportunity! Call [Phone Number]. Or visit [website URL] to learn more.
  - Do you want to volunteer but don’t know where to start? [Agency Name] can connect #OlderAdults to local #volunteer opportunities. To find opportunities available in your area, contact us today! [Phone number and website URL]
  - Looking to give back to your community? Use the @EldercareLoc to find a #volunteer opportunity through a local #AreaAgencyOnAging. Call 1-800-677-1116. Or visit eldercare.acl.gov to learn more.
  - The @EldercareLoc can help #OlderAdults find #volunteer opportunities that can be in person or done from the comfort of your home. Call 1-800-677-1116 or visit eldercare.acl.gov to learn more.
- Facebook
  - Are you looking to give back to your community? Contact [Agency Name] to find a local volunteer opportunity! Call [Phone Number]. Or visit [website URL] to learn more.
  - Do you want to volunteer but don’t know where to start? [Agency Name] can connect older adults to local volunteer opportunities. To find opportunities available in your area, contact us today! [Phone number and website URL]
  - Looking to give back to your community? Use the @EldercareLocator to find a volunteer opportunity through a local Area Agency on Aging. Call 1-800-677-1116. Or visit eldercare.acl.gov to learn more.
  - The @EldercareLocator can help older adults find volunteer opportunities that can be in person or done from the comfort of your home. Call 1-800-677-1116 or visit eldercare.acl.gov to learn more.
Sample Newsletter Article

[Agency Name] Encourages Older Adults To Volunteer In Their Communities

There are many ways that older adults can give back to their communities and stay healthy while doing it! That’s why we’re participating in Home for the Holidays, a national campaign led by US Aging and the Eldercare Locator, this year in partnership with AmeriCorps.

Because older adults may not know where to start on their volunteering journey, [Agency Name] encourages members of our community to volunteer and to learn about the ways volunteering can improve our health and well-being. We’ll also be highlighting the many ways older adults can volunteer opportunities—and how to find a local or virtual volunteer opportunity. [Agency Name] can connect older adults to in-person and virtual volunteer opportunities that can help them stay connected to their communities.

To learn more about local volunteer opportunities available for older adults, contact [Name of Contact] at [insert email address or phone number].
FOR IMMEDIATE RELEASE
December XX, 2022

CONTACT: Staff media contact name and title
Direct dial and/or cell phone / Staff email address

[Agency Name] Joins National Campaign to Encourage Older Adults To Volunteer In Their Communities

City, State—Area Agencies on Aging, Title VI Native American Aging Programs and other organizations within the Aging Network rely on volunteers to meet its mission of assisting older adults to live well at home for as long as possible. In fact, studies show that involving older volunteers reaps positive health benefits to the older adult volunteers themselves.

Since the pandemic began, many of these organizations, including [Agency Name] have seen a decline in their older adult volunteers. To help support older adults who want to re-engage in their communities and who may not know where to start, [Agency Name] is participating in Home for the Holidays, a national campaign led by USAging and the Eldercare Locator, this year in partnership with AmeriCorps. To help address the critical need for volunteers, this year’s campaign focuses on encouraging older adults to volunteer in their communities.

Launched every year during the holiday season, Home for the Holidays is intended to help families and friends discuss difficult topics with their loved ones. A new consumer brochure, Ready to Volunteer...Now What? A Guide on Giving Back for Older Adults, is the main component of this year’s campaign and can help older adults learn about the benefits of volunteering, types of volunteer opportunities and how to find a local or virtual volunteer opportunity.

“[Agency Name] has many volunteer opportunities that older adults can participate in, whether in person or virtually. Our volunteer programs include [list two or three of your agency’s programs] and address a range of interests, from volunteer transportation to friendly caller and mentoring programs. For older adults, finding a volunteer opportunity can be as simple as giving us a call or visiting our website at [Agency Phone Number and Agency URL]. We can help older adults get started on their volunteer journeys,” says [AAA Director/Staff Name/Title].

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