Dear Team Member,

As an employee in the senior living business, it is critical that your voice be heard on Capitol Hill. As you know, the COVID-19 public health crisis presents unique challenges to the senior living industry, and we need to unite as an industry to support legislation and policies to respond to the pandemic.

That’s why I want to take a moment to discuss with you a matter of importance to our company and our industry: participation in Argentum’s Silver PAC; which allows us to support elected officials that understand our philosophy of senior living and who are in a position to support policies, both broadly as well as to respond specifically to the pandemic with priority access to PPE and test kits, financial relief for the industry, and reasonable liability protections.

As you know, everything we do is directed by laws and regulations. In order to ensure that the scope of laws and regulations governing our ability to serve our residents remains appropriate, it is vital that we keep legislators in office who appreciate and support our mission, as well as the benefits it provides. One of the ways we can do just that is through contributing to Argentum’s Silver PAC.

Silver PAC’s 2020 fundraising campaign runs from Memorial Day through Labor Day. No contribution is too small, and every dollar makes a difference by helping ensure that critical priorities are addressed on Capitol Hill and at the state level. Silver PAC supports both supportive federal legislators and the PACs of State Partners as part of a comprehensive approach to advocating for the senior living industry. A more robust Silver PAC will help support these efforts and ultimately strengthen our ability to serve our residents and help them age with dignity and respect.

Participation in Silver PAC is voluntary, and you have the right to refuse to contribute without reprisal. I have personally made the decision to support Silver PAC, and I hope you will too. Under Federal Election Commission law, Silver PAC can only accept individual contributions, as well as those from other federal PACs. Contributions from corporations such as ours are prohibited – that’s why it’s important that we get involved individually. Each senior living professional who contributes to Silver PAC makes a difference. No contribution is too small.

Contributing to Argentum’s Silver PAC is easy. Visit <https://www.argentum.org/advocacy/silver-pac/contribute/> to contribute using a personal credit card. A personal check can also be sent to:   
  
Argentum’s Silver PAC  
c/o Dan Samson  
1650 King Street, Suite 602  
Alexandria, VA 22314

If you would like to learn more or have any questions, please visit [Argentum.org](argentum.org)/SilverPACToolkit, where you can find a helpful toolkit explaining political action committees and how Argentum’s Silver PAC benefits our industry. I feel strongly about the importance of Silver PAC and hope you will join me in strengthening senior living’s voice on Capitol Hill.

Sincerely,

Company CEO