

THE IMPORTANCE OF ADVOCACY

Now, more than ever, your voice is needed on Capitol Hill. America's rapidly aging population in the face of historic workforce shortages has put a spotlight on all senior living and long-term care communities. It's imperative that we unite to tell our story and the stories of our heroic caregivers and residents. Here is how you can be an Argentum Advocate:

ACTION ALERTS



The alerts are pre-written messages in Argentum's VoterVoice system and they allow you to easily contact your legislators on important policy issues in just a few minutes.

LETTERS TO THE EDITORS/OP-EDS



Write letters to the editor and op-eds about senior living issues for your local newspaper with Argentum's guidance and template materials.

COMMUNITY TOURS



Host a tour of your community for your policymakers. Community tours are the most impactful way to show legislators the value of senior living. Argentum is ready to assist with all tour logistics.

PUBLIC POLICY INSTITUTE



Attend the Public Policy Institute in DC and participate in Argentum's Advocacy Day, where you have the opportunity to meet your federal legislators and discuss the importance of senior living.

SILVER PAC



Learn more about how you can support senior living champions in Congress, including through Argentum's annual Cobb Cup.

STATE PARTNERS



Legislation impacting senior living can also be passed at the state level. Engaging Argentum's state partners will strengthen your voice locally.

ARGENTUM TOOLKITS



Elevate your local advocacy efforts by utilizing the resources Argentum offers through various educational toolkits.

MEETINGS WITH LEGISLATORS



Request a meeting or Zoom call with your Members of Congress and state legislators. This direct advocacy can be effective and builds a relationship with a lawmaker's office.

WHY IS GRASSROOTS ADVOCACY CRITICAL?



Congress develops and votes on legislation that affects senior living communities. The more educated they are by advocates like you, the more sound public policy is created.



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Members of Congress want to hear from constituents, especially those caring for America's seniors. Your insight is valuable to Capitol Hill as they navigate complex issues.