**#DearCandidate State Partner Toolkit**

#DearCandidate is a campaign to educate and build awareness during the 2020 election cycle around issues impacting those who care for and support older adults. Join us in starting conversations with 2020 election candidates on long-term care, aging services workforce, and quality of care for all older adults.

We encourage state partners to not only participate in the national conversation, but also use these tools to foster conversations in state elections.

Legal note: As 501(c)(3)s, its is important to not be partisan or seem to endorse or shame any particular candidate. Address tweets to the full field of candidates or no candidates at all.

*Sample Newsletter Blurb*:

By 2030, the population of older adults will grow to over 77 million in the U.S. 70% of those older adults will need assistance with daily living and we do not have the workforce numbers necessary. Despite this huge demographic and need for support, conversations impacting and supporting those who provide care for older adults are often absent from the political stage. We need national and local attention about how to fund and provide the best care and services for the quickly growing population of older adults, an issue that will touch all of our lives as we and the ones we love age.

#DearCandidate is a campaign to educate and build awareness during the 2020 election cycle around issues impacting those who care for and support older adults.

Join LeadingAge in starting conversations with 2020 election candidates on long-term care, aging services workforce, and quality of care for all older adults. Use the hashtag #DearCandidate when tweeting or follow LeadingAge on Twitter, @leadingage, and like and retweet their posts!

*Sample Tweets*:

#DearCandidate, please talk about the critical issues around our growing #aging population. Will you join us?#election2020

#DearCandidate, DID YOU KNOW: There is a severe lack of #affordablehousing for older adults in this country and homelessness is rapidly rising. Let's talk. #aging #election2020

[bit.ly/2mhjkgX](https://t.co/arl3jFf6YD)

#DearCandidate DID YOU KNOW: 5.8 million Americans are living with Alzheimer’s disease, by 2050 this number is projected to rise to nearly 14 million.#aging #2020election #alzheimers

#DearCandidate we need more #education in our schools about #job opportunities in aging services. “Careers that Love You Back” promotes older adult service jobs to elementary students.[bit.ly/2A5djrm](https://t.co/zfQmijBECz) [#aging](https://twitter.com/search?q=%23aging)

[#DearCandidate](https://twitter.com/search?q=%23DearCandidate) DID YOU KNOW: More than a quarter of the current nursing home and home care workforce is made up of people born in other countries. [bit.ly/2kefhBp](https://t.co/uUoqXg2p0S) [#aging](https://twitter.com/search?q=%23aging)

DID YOU KNOW: By 2035, 78 million adults will be over the age of 65. [#aging](https://twitter.com/search?q=%23aging) [#DearCandidate](https://twitter.com/search?q=%23DearCandidate)

[#DearCandidate](https://twitter.com/search?q=%23DearCandidate) DID YOU KNOW: The nation will need 2.5 million paid caregivers by 2030 to keep pace with the growth of America’s aging population.[#aging](https://twitter.com/search?q=%23aging) [#LeadingAgeVoice](https://twitter.com/search?q=%23LeadingAgeVoice)

*Infocards*:

(If you need these in a different format, please let me know)

<https://drive.google.com/open?id=1TnDp_IivsJ1efIZiftIumJKMfEqr5vBg>