

Guide to Active Aging Week Professional Resources

ICAA Active Aging Week www.icaa.cc/activeagingweek/resourcesaaw.htm		
If you're looking for...	Go to this subhead...	And find...
Ideas for activities	Planning guides	<ul style="list-style-type: none"> • Overview of campaigns in 2006, 2007, 2008 • Fun activities from Active Aging Week
	Program profiles	<ul style="list-style-type: none"> • Outdoor walks of Active Aging Week • The Busy Bees of Active Aging Week
	Resources for activities, Walking theme, Balance training for fall prevention theme	<ul style="list-style-type: none"> • Multiple handouts and resources
	Promotional materials	<ul style="list-style-type: none"> • Changing the Way We Age (PowerPoint presentation)
Partnering with individuals and organizations	Planning guides	<ul style="list-style-type: none"> • The value of partnerships for Active Aging Week • How to solicit donations for Active Aging Week
Planning the activities	Planning guides	<ul style="list-style-type: none"> • 2009 Set your goals for Active Aging Week • 2008 Plan for Active Aging Week • Launch your planning cycle for Active Aging Week 2007 • Develop your marketing plan for Active Aging Week • Active Aging Week: prepare your action plan
	Planning worksheets	<ul style="list-style-type: none"> • Planning checklist for Active Aging Week hosts
Generating excitement and publicity	Planning guides	<ul style="list-style-type: none"> • How to request a proclamation or a letter from a public official to recognize Active Aging Week • Start the publicity machine for Active Aging Week
	Program profiles	<ul style="list-style-type: none"> • Incentives reward participation during Active Aging Week
Publicizing the week internally	Promotional materials	<ul style="list-style-type: none"> • 2009 Active Aging Week logo • 2009 Active Aging Week Posters • 2009 Calendar announcements
	Planning guides	<ul style="list-style-type: none"> • Start the publicity machine for Active Aging Week • Develop your marketing plan for Active Aging Week
	Planning worksheets	<ul style="list-style-type: none"> • Active Aging Week marketing matrix
Customizing publicity to your location and activities	Promotional materials	<ul style="list-style-type: none"> • 2009 Customize Fact Sheet, general • 2009 Customize Fact Sheet, donors and sponsors • 2009 Host site press release
Branding your week as part of a national campaign	Promotional materials	<ul style="list-style-type: none"> • 2009 Active Aging Week logo • 2009 Active Aging Week Posters
Informing local media	Planning guides	<ul style="list-style-type: none"> • How to write a press release
	Promotional materials	<ul style="list-style-type: none"> • 2009 Active Aging Week logo • 2009 Calendar announcements • 2009 Host site press release • 2009 Fact sheet
Recognition for participants	Promotional materials	<ul style="list-style-type: none"> • 2009 Certificate of participation to give residents or members
	Rewards	<ul style="list-style-type: none"> • The President's Challenge Awards program
Promoting your involvement in Active Aging Week	Planning guides	<ul style="list-style-type: none"> • How to get the most out of your involvement in Active Aging Week
	Promotional materials	<ul style="list-style-type: none"> • 2009 Certificate of participation for organization