

NHAHA 10-YEAR ANNIVERSARY CAMPAIGN

10 years of aging strong

Key Messages & Campaign Theme

Main Messaging Pillars

- Aging is a journey we all share.
- Strong communities support people of all ages.
- For the past 10 years, NHAHA has connected, convened, and built stronger systems for aging in New Hampshire.
- The future we're building for older adults is the future we're building for everyone.

Key Quotes:

- "Whether you're 28 or 88, aging well is a goal we all share."
- "Now more than ever, we must protect and invest in our aging future—together."

Social Campaign: What's Good for Older Adults Is Good for...

Sample statements/images:

- "...parents juggling care"
- "...rural families needing access"
- "...younger workers planning their future"
- "...veterans"
- "...everyone who wants to age with dignity"

Post one per week for 10 weeks

Alternative campaign idea:

- Feature 10 brief, real-life stories of older adults, caregivers, partners, or volunteers who've been impacted by our work. Include photos, quotes, and a call to action like "Join us in shaping the next 10 years."

Digital Anniversary Hub & Toolkit

Key Elements:

- **Anniversary Website:** A dedicated webpage featuring NHAHA's timeline, a quotes carousel, and looking ahead/how to get involved section
- **Social Media Toolkit:** Pre-written social media posts and graphics for partners and supporters to share.
- **Press Release Template:** A template press release for announcing the anniversary and its importance
- **Email Marketing Template:** Sample email template or newsletter blurb for stakeholders to share
- **Downloadable anniversary badge**

Pop-Up Event/Engagement Ideas

“Aging Is...” Wall

- **Set-Up:** A traveling display at community centers, libraries, farmers markets, coffee shops or partner events
 - What's Included:**
 - A big printed question:
 - “What does healthy aging mean to you?”
 - OR
 - “One thing I hope for as I age is...”
 - Post-it notes or printed cards + pens
 - Table signage with NHAHA 10th Anniversary logo + resources
 - **Why it Works:** Low-cost, low-staffing, highly interactive — and people love sharing thoughts publicly when it's simple and positive.

One Minute One Wish Video Booth

- **Set-Up:** Phone tripod + prompt cards (same or similar events as Aging Is... Wall)
 - Prompt:**
 - “What's one thing you want your community to have when you're 80?”
 - Collect short clips and stitch into a video or post them as reels.
 - **Why It Works:** Engaging for younger people who are used to selfie videos and TikToks. Powerful content for social media and grants.

Partnered Pop-Ups at Non-Aging Events

- **Target:** Events that already attract mixed-age groups:
 - Street fairs
 - Library “summer reads” events
 - Arts markets
 - Wellness festivals

- Local breweries (early evenings = intergenerational crowds)
- **Bring:**
 - Video booth
 - A sign that reads: What's good for older adults is good for all of us
 - Photo exhibit?
- **Why It Works:** You don't need to host the event, just pop in with meaningful engagement tools.

Media Pitch Angles and Bonus Media Opportunities

Media Pitch Angles:

- **“We’re All Aging: What NH’s Oldest Communities Teach Us About the Future”**
- **Pitch:** Aging is important for the entire state’s future, not just older adults. NH’s aging population affects housing, workforce, transportation, and healthcare.
- **“What’s Good for Older Adults Is Good for Everyone” (And Here’s the Proof)”**
- **Pitch:** The very things older adults need — like walkable towns, home care, or public transit — are also what young families, workers, and veterans need.
- **“Aging in the Shadow of Budget Cuts: What Happens Next?” (This may be a more relevant pitch now than in 2026...)**
- **Pitch:** As NH faces growing needs from an aging population, federal and state funds are being slashed. The Alliance for Healthy Aging’s 10-year milestone is a moment to ask: What happens to the future of aging in New Hampshire if we don’t act now?
- **Guest op-ed in a local newspaper:** Reflecting on “Aging is All of Us”

May 2026 Content Calendar - Week 1

In addition to the 10-week social campaign, we could have another that coincides with Older Adult Month.

Campaign Theme: 10 Years of Aging Strong in New Hampshire

Goal: Kick off the campaign by reframing aging as universal, shared, and relevant to everyone.

Suggested Hashtags: #NHAHA10Years #AgingStrongNH #OlderAdults #CommunitySupport #Advocacy

Week 1 Content:

- Launch the Anniversary Campaign with a Press Release
- **Blog/Email:** “We’re All Aging — And That’s a Good Thing” - Reintroduce NHAHA’s mission and celebrate 10 years by framing aging as something that connects us all. Include a quote from an

older adult and someone under 40.

- **Social Media ideas:** Share a quote from a community leader about the importance of supporting community as we age; Text post prompt: “What does healthy aging mean to you?” (Encourage comments); Reel/short video: Ask 3 people (various ages): “When did you first realize you were aging?”;
- **Partner Engagement:** Ask partners to post a message using “We’re all aging” or “I’m aging too” language

Week 2

Goal: “10 Years of Impact” - Share key milestones, progress, and partnerships over the past decade.

- **Blog/Email:** “10 Years, 10 Ways NH Has Grown More Age-Friendly” - A short, digestible list format — highlight statewide and regional wins (transport, care, connections)
- **Social Media ideas:** “Then & Now” infographic: 2016 vs. 2026 data (e.g., caregiver support, # of partners, walkable towns); Slideshow or carousel: “10 Moments in 10 Years” (photos or quotes); Quote graphic: “The next 10 years matter more than ever”; Throwback Thursday: Share an old photo or highlight from early NHAHA work
- **Partner Engagement:** Share a mini badge they can add to their site or email signature - “Proud Partner in 10 Years of Aging Strong”

Week 3

Goal: Center community voices and lived experiences around aging, caregiving, and connection.

- **Blog/Email:** “What Aging Means to Me: Voices from Across NH” - Compile 3–5 short quotes or mini-stories (or link to video series if available)
- **Social Media ideas:** Photo + quote cards: “I’m 83. I still volunteer every week.” / “I’m 33, and I care for my dad”; Short video: “One thing I hope for as I age is...” (from community members); Open-ended prompt: “What gives you hope about aging in NH?” (Invite replies); Myth Monday: Bust a myth about aging (e.g., “Most older adults live in nursing homes – FALSE.”)
- **Partner Engagement:** Feature partner-submitted stories in your email/social

Week 4

Goal: Close the month by looking forward — invite others to be part of what’s next.

- **Blog/Email:** “The Next 10 Years: Building a State Where We All Age Well” - Message from NHAHA/community leadership with a hopeful vision and a call to action (get involved, stay informed)
- **Social Media ideas:** Reel/slideshow: “Here’s what’s next for aging in NH” (quick snapshots of upcoming projects or needs); Text post prompt: “In 10 years, I hope NH will be a place where

_____”; Profile Spotlight: Highlight a partner, volunteer, or older adult advocate; Resource Roundup: Share links to useful tools from your partners, ACL, or NHAHA reports

- **Partner Engagement:** Encourage partners to post their own 10-year hopes using our hashtag