

LOCAL HOUSING AUTHORITY

MANAGEMENT HANDBOOK

PART VI

COMMUNITY FACILITIES AND SERVICES

SECTION 4-

SENIOR CITIZENS' CENTERS - - COORDINATING COMMUNITY INTEREST

HOUSING AND HOME FINANCE AGENCY

PUBLIC HOUSING ADMINISTRATION

An up-to-date list of all Local Housing Authority
Management Handbook Sections is provided in Low-
Rent Housing Manual Section 100.2, Supplement 1,
Exhibit 7,

SENIOR CITIZENS CENTERS--COORDINATING COMMUNITY INTEREST

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SENIOR CITIZENS CENTERS--COORDINATING COMMUNITY INTEREST

1. INTRODUCTION

Independence is one of the most essential elements of our way of life. The desire for independence runs just as strongly among the aged as among the middle aged and young. But the aging process tends to take away independence. The income available for independent living is reduced through the reduction of physical and mental capacity for work, arbitrary rules and customs against hiring the aged, and loss of the breadwinner. The slowing down of the body reduces mobility and makes more difficult the taking care of one's daily needs. The loss of mobility and the death of husband or wife and friends of one's own generation make social independence difficult to maintain.

To the extent that housing designed for the elderly can contribute to retaining the physical and social independence of the elderly residents, it will contribute to their happiness. Furthermore, from a cold cash point of view, the total cost to the community is greater if the elderly are housed in nursing homes or similar institutions rather than in homes where they can take care of most of their own needs.

But economic, physical, and social independence cannot be provided by housing alone. Therefore, a Local Authority which is planning housing for the elderly cannot plan by itself but must plan jointly with all of the agencies and organizations in the community which are concerned with maintaining the independence of the elderly. Of particular importance are:

- a. Agencies which provide preventive health services through such means as clinics, visiting nurses, and health education
- b. Agencies which provide help for meeting daily needs, such as visiting housekeepers and "Meals on Wheels"
- c. Agencies which assist the elderly to meet their social and recreational needs
- d. Agencies which can assist the aging in finding employment opportunities
- e. Libraries and bookmobiles
- f. Agencies which can provide opportunities for volunteer work
- g. Churches which, in addition to supplying spiritual needs, also supply some of the foregoing services
- h. Civic and fraternal organizations which provide volunteer services and programs

(Cont'd)

In some communities there may at first appear to be few resources available to work with the Local Authority in developing an overall plan, and even where such resources are apparent there may be no committee or organization which can be called upon to coordinate their efforts. Therefore, it may be necessary for the Local Authority to take the lead in encouraging or sponsoring a community group which will locate or create community resources and coordinate such resources.

2. A CASE IN POINT

No matter how small or large the town, it can do something for itself and for its senior citizens. The material in this Section of the Handbook is not based on theory, but on the actual experience of a city in the Southwest which we shall call ANYWHERE, U.S.A. The processes described herein are adaptable to any community in which there are a Local Authority, agencies, and individuals willing to cooperate to accomplish a worthy purpose.

Anywhere, 30,000 population, is an average town. Its main street is named Main Street just as it should be. It has a town square just like other communities its size, and the usual number of differences of opinion. All and all it is as typically American as apple cobbler and baseball. And yet Anywhere is unusual for its size, since it was one of the first towns of like population to undertake the building of an activity center for its older adults. Although the financing of most of the cost of the land and building was ensured by the Public Housing Administration in connection with its financing of a low-rent project for the elderly, it was necessary that the private citizens should make up the difference in cash, services, and equipment.

There were many things Anywhere did not have to aid in presenting its proposal to the public for support; but there were other things it did have.

MISSING LINKS . . .	IT DID HAVE . . .
<ul style="list-style-type: none">- It did not have a council of social agencies to coordinate the work of the various social and civic clubs.- It did not have any activity facilities for use by older adults.- It was not able to build such facilities within its present or projected budget.	<ul style="list-style-type: none">- 77 Civic, social, or fraternal organizations. Many of these clubs search for long-term worthwhile projects toward which to channel their money and energy.- A Department of Public Welfare, a Social Security office, and a County health unit.

(Cont'd)

An evaluation of what the city had and did not have as a means of gaining community support for the senior citizens' center led the Local Authority to the conclusion that there was a need for quite a bit of person-to-person selling. The Local Authority realized also that many speeches would have to be made before local community groups, and that all news media had to be given full information.

Armed with this preliminary knowledge, the Local Authority went to work and stimulated community interest to develop the center for senior citizens of the community.

The following pages contain some of the ideas used in Anywhere to gain community support for the activity center. Although each city or town has its individual problems, the techniques used in Anywhere may be useful in other localities. That is the aim of this publication - - - to assist you with your plans.

(Cont'd)

3. IN THE BEGINNING . . .

Here are two very important questions to consider at the outset of the program--

- a. Can the Commissioners of the Local Authority take enough time from their day-to-day work to devote to the all-consuming community organization work?
- b. Do the Commissioners feel that they have been associated with the Local Authority for so long that a separate group with a fresh approach is needed?

IF THE ANSWER

to the first question is "no" and the second answer is "yes," then the plan set out in the adjoining column may be followed:

STEERING COMMITTEE

The Commissioners of the Local Authority may appoint a Steering Committee to assist them. This committee's purpose is to help in the organizational work and in telling the story to the public.

The committee should consist of probably no more than five busy men and/or women. Busy people get the job done. Committee members should be persons who are already known leaders in their community -- men and women who have previously earned the confidence of the citizenry. Choose from the executive type persons -- bankers, business owners, church and civic leaders.

The functions of the committee should be outlined in writing to avoid any misunderstanding.

Committee Functions:

1. To recommend to the Local Authority the activities, services, and space requirements to be provided in the Center.
2. To arrange for local publicity, including a brochure.
3. To make contacts with agencies, giving a detailed explanation of the purposes of the Center and to request written commitments from such agencies.
4. To meet with the Local Authority and the architect as determined necessary by either.

(Cont'd)

4. SELLING IS BELIEVING . . .

To undertake the selling of any program without first understanding it and believing in it would be a job as difficult as picking up a moonbeam or shaking hands with a ghost.

For this reason, the members of the Steering Committee should be thoroughly briefed on the major functions of the Local Authority and the philosophy of the low-rent program. They need to be armed with all of the information possible in order to answer questions which will be put to them as they meet with local groups and individuals.

A packet of material (as outlined in the adjoining column) should be provided for the members. As a part of the training program, it is recommended, wherever possible, that a visit be made to a locality in which an activity center for older adults is in operation.

STEERING COMMITTEE PACKET

Include:

- (1) "What and Why of Public Housing"
- (2) "115,000 Senior Citizens"
- * (3) The latest Annual Report of the Local Authority
- (4) A brief financial analysis of the Local Authority if the Annual Report does not include such an analysis.

As a minimum, the financial analysis should include a clarification of the annual contribution paid by the PHA to the Local Authority each year. From experience this is the most frequently questioned facet of operation. A simple chart showing, by years, income, expenses, residual receipts, and amount of annual contribution paid, will be of invaluable assistance to the Committee.

*In the case of a new Local Authority developing its first project, excerpts from the Development Program may take the place of the Annual Report; and a statement of financial feasibility may be included instead of the financial analysis.

(Cont'd)

5. THE COORDINATOR . . .

The employees of the Local Authority plus the Local Authority Commissioners and the Steering Committee members now make up the nucleus of your sales force which will inform the public of the proposed activity center.

If you already have a Coordinator on your staff, then you have an ideal situation--because many hours of coordinating work and personal selling will be necessary to gain public support.

If you do not have such a person on your staff, then these time-consuming functions should be assigned to someone who is capable of performing them.

QUALIFICATIONS OF COORDINATOR

This person must be one in whom the community has or will learn to have confidence; a person who can talk to groups or individuals; a person who definitely has the ability to get things done through other people--letting others take the credit.

A person with newspaper and public relations background plus experience in organizational work can serve you best as your coordinator.

The coordinator will need to contact all news media and establish the proper relations. The coordinator writes the news releases (radio, TV and newspaper); writes speeches for all speakers; contacts persons to serve on the speaker bureau and explains the project to them; writes all letters of thanks; writes letters to foundations asking about financial aid; prepares the brochure; does all of the organizational work; and coordinates the entire program.

In addition the coordinator contacts all of the organizations within the town, both before and after speeches are made to the group; schedules speakers for various meetings; works with the architect; meets with individuals and groups to explain the program; works out commitments with individuals and groups; and formulates the overall plan for selling the project to the public.

(Cont'd)

6. THE PLAN OF ACTION

NEXT FOOT FORWARD . . .

The Coordinator, working with the Steering Committee and the Local Authority, should make an outline of an overall plan of action to be followed in winning community support.

The plan of action should include these things:

- a. Make a list of all of the clubs, organizations, groups, and agencies which would be interested in working with other local groups in providing financial assistance toward development or operating costs, or in providing furnishings such as chairs, divans, television sets, dishes, or tables. These commitments will ensure that activities will be conducted in the Center on a continuing basis. Lists of organizations are often available through Chambers of Commerce, or they may be found by watching newspaper coverage of club activities.
- b. After compiling the list, decide which organizations should be approached to help in the various phases of the program. Some clubs would rather conduct regular programs at the Center than contribute financially. Other groups will prefer to make financial contributions--either on a one-time only basis or, ideally, on a continuing, year-to-year basis.

Two things to remember when approaching clubs . . .

- (1) Action from the club should come from the Board of Directors with approval from the membership--this will ensure that the club will continue its interest in the Center.
- (2) It is better to ask the group for something specific--either financial help or aid in conducting a regular program--or both--rather than merely to make a "pitch" for help and leave the club members with no definite idea on how they can give it.

(Cont'd)

7. THE SURVEY

TO SURVEY OR NOT TO SURVEY IS THE QUESTION . . .

While sociologists and psychologists may say that the majority of older adults are interested in the same type of activities--and that senior citizens are lonely and in need of an activity center--is that enough information to present to the public? Do these blanket statements answer the questions of the doubting Thomases who will ask whether the sociologists mean "Our Town," too?

A survey of interests of the older adults proved to be invaluable in presenting the program to the citizens in Anywhere, U.S.A. Those working with the program considered their survey one of the greatest selling aids they had on hand. It not only put a spotlight on what the town's older adults wanted and needed in the way of recreation, but it also furnished the necessary stamp of approval from those directly affected--the senior citizens themselves. For in Anywhere, 99 percent of those queried were enthusiastically in favor of an activity center. Their answers to the question, "What is your personal opinion about such a Center" ranged from a simple, "I like the idea," to a more poignant, "It will mean the difference between happiness and loneliness for many of us."

Strike a Balance. If you survey in connection with a center to serve all senior citizens in the community--not just the low-income group--be sure to strike a balance between all socio-economic groups. Twenty-five percent of each of your surveys should be sent to both the very low and the very high income groups. The remaining fifty percent should go to those of middle income. Consideration should be given to all sections of your town. A balance should be maintained between married couples and single men and women, keeping in mind that there are more widows (or single women) than any other group. Some surveys should go to those between ages 60-70. Surveys should also be sent to those aged 70-75, with another breakdown for the 75 and past group.

(Cont'd)

OBTAINING A SURVEY LIST . . .

Names of those to be surveyed may be obtained from churches, old age assistance rolls, Social Security office, or from your own acquaintances.

Remember this . . .

In mailing your survey, you should include a stamped, self-addressed return envelope for convenience. Also set a deadline on the return of the questionnaires.

THE FOLLOWING TYPE OF LETTER MAY BE USEFUL:

Dear _____:

We need help.

It is the kind of assistance that only you can give--by telling us what you like to do.

Within a year the Local Authority of Anywhere may have a modern new community activity center for adults. Activities at this center will be free.

At the initial stage of planning, we feel there is a definite need to know of the various activities of our senior citizens so that, wherever feasible, space may be allotted within the building to include already known interests.

Since we feel that it is so important to know these facts, we are asking a select group of citizens to aid us by completing the enclosed questionnaire. Your name will not be used, but we would like for you to sign these questionnaires so that we can record your interest. There is no obligation whatsoever on your part for having filled out these blanks.

We are enclosing a self-addressed return envelope for your convenience and would appreciate it if you could fill out the questionnaire and return it to us within the next 10 days, or sooner if possible.

Yours very sincerely,

KEY PHRASES IN THE LETTER ARE:

- (1) the plea for help is personal, to wit, "It is the kind of assistance only you can give." (2) the pleas for help are exclusive, to wit, "We are asking a select group of citizens to help us." (3) It is important to emphasize that activities are free and that there is no obligation in answering the questionnaire.

Questionnaires may be mimeographed . . .

But the letters should be typed on an automatic copying auto-typist typewriter which gives them a personal look. This typewriter is often available at printing companies or in large institutions which will loan it for a worthy cause.

(Cont'd)

This is the type of questionnaire used in Anywhere. It can be adapted to suit local needs.

QUESTIONNAIRE

1. This Center would be located in the vicinity of Main Street. Would transportation to and from planned activity at the Center be a problem to you?
(Yes) (No)

If your answer to the above question is YES, would you attend the Center for planned activity if transportation were provided?
(Yes) (No)

2. At the present time, what are your favorite hobbies or means of entertainment (Please list) _____

3. Approximately how many hours do you spend watching television each day? _____
Do you watch television more in the daytime, early evening, or night? _____

4. Do you consider television your greatest means of entertainment?
(Yes) (No)

If your answer to this question is YES, do you feel that you watch television because it is all there is to do or because it is what you would rather do than anything else.

Because it is all there is to do

Please check one of these answers.

Because it is what I'd rather do

5. Check any of the following games which you play.

Dominoes _____ Canasta _____ '42 _____ Bridge _____

List other games you play _____

6. Would you be interested in participating in tournaments such as checkers, dominoes, Bridge, others?
(Yes) (No)

(Cont'd)

7. What were your major interests or hobbies 10 years ago?

8. Do you still participate in all these hobbies or interests?
(Yes) (No)

If your answer is No, list those in which you do still participate. _____

9. About how many hours a week do you read? _____

What do you read? (Check things read regularly)

Newspapers _____ Magazines _____ Fiction _____ Nonfiction _____ Bible _____

10. Would you rather watch television than play games?
(Yes) (No)

11. How often do you and your friends get together for a visit? _____
(daily, weekly, monthly, yearly)

12. Would you and your friends enjoy attending a planned activity or a visiting session at the Center?
(Yes) (No)

13 Do you attend church regularly?
(Yes) (No)

14. Would you like to attend nondenominational vesper services held each week on a night when your own church does not have an activity planned?
(Yes) (No)

15. Would you be interested in learning how to make ceramics?
(Yes) (No)

16. Would you be interested in learning leather tooling or wood work?
Leather tooling _____ Wood work _____ (Check either one or both)

17. Would you be interested in attending study group sessions?
(Yes) (No)

(Cont'd)

THE RESULT . . .

The survey results for Anywhere were as follows:

99%	of those surveyed were enthusiastically in favor of an Activity Center for older adults and said they would attend and encourage friends to attend.
42%	answered that transportation to and from the Center might pose a problem for them.
100%	of these with transportation difficulties said they would attend the Center if transportation could be provided.
69%	play games of some sort--62% know how to play dominoes; 26% play canasta; and 48% play '42.
86%	of those who play games answered that they would be interested in participating in game tournaments.
54%	showed an interest in attending weekly nondenominational vesper services held on a night other than a regularly scheduled service at their own church.
42%	wanted to learn to make ceramics.
32%	showed an interest in learning leather tooling.
28%	would attend classes in woodwork.
46%	checked that they wanted to attend study group sessions.
56%	asked for regularly scheduled hymn singing sessions.
70%	were anxious to learn more about gardening. Of these, 34 percent preferred outdoor gardening. The remainder wanted to know about indoor and outdoor.
34%	wanted to learn more about sewing--fancy and otherwise.
18%	said they would like a course in art.
16%	would like classes in music appreciation and how to play.

(Cont'd)

8. READY, AIM, FIRE . . .

Armed with the results of the survey, the coordinator and steering committee can now put the information to use in two specific ways:

a. Results should be cited in brochures to be published later.

b. Results should be used in determining what commitments are needed and which organizations will be asked to assist in the various needs (such as the examples below).

WRITE IT DOWN . . .

The coordinator now should make a list of the various interest groups discovered in the survey. Under each interest group, the coordinator should list assistance and materials needed, and should try to decide what organization might help in each field.

The list will read something like this:

I. Ceramics

Instructor and equipment will be needed. (Is there a local Ceramics Club or other organization which can handle this?)

Equipment will include a kiln, etc.

II. Sewing Classes

Instructor and materials needed. (Can an agreement be reached with the County Home Demonstration Agent to conduct classes? Or would a sewing machine distributor make such a commitment?)

Materials - Would a five and ten cent store furnish thread, sequins, etc.? Will a local store donate remnants of materials?

Agreements might also be reached with Cancer Closet division of the American Cancer Society. In this way members of the activity center may sew periodically on cancer bandages to be used by the Cancer Society.

(Cont'd)

III. Vesper Services, Singing

Speakers for vesper services needed;
hymn books and piano also needed.

(Do you have a local ministerial
alliance which would agree to fur-
nish speakers at nondenominational
vesper services - as well as hymn
books?)

Investigate local music clubs or
societies to see if a piano might be
made available.

IV. Gardening Classes

Instructors, materials needed.
(Investigate local garden clubs,
florists, etc. to determine if
instructors and materials can be
furnished.)

V. Hobby Craft

Instructors, materials needed.
(Places to search for aid. Fire
Department employees are quite
frequently qualified hobby instruc-
tors. Also try any local hobby
shops to obtain names of groups
interested in hobbies.)

VI. Transportation

Transportation will be a major prob-
lem for many older adults. The fol-
lowing avenues might be pursued in
obtaining transportaion.

(Can an agreement be worked out with
the schools to use school buses during
times of day they are not otherwise in
use? Can an agreement be made with
the bus company for Center members
to ride for half fare? Can an agree-
ment be reached with a taxi company
to furnish transportation at a reduced
rate with a local club picking up
the tab? Will some auto dealer
donate the use of an automobile? Will
some club agree to assist with transportation?)

9. PRELIMINARY ROUND . . .

Before a brochure is prepared or before newspaper publicity is released, it is well to have all pertinent facts available and to be prepared to answer many questions.

Gathering data

All available data on persons over 65 in the city should be secured for use in understanding the problems and for explaining the situation to the citizens. These are examples:

1. During 1960, each county prepared a report which was sent to the Governor for compilation into a State report for use at the White House Conference on Aging in January 1961. The report is available in the office of the County Judge or in the Governor's office. Much valuable information is included.
2. The 1960 census gives the number of males and females by age. A comparison of these data with those given in the 1950 and 1940 censuses will give the increase.
3. The local office of the State Department of Public Welfare will give the average income and the number receiving old age assistance.
4. The Local Authority has a record of the number being housed in operating projects, with the average income and the average rent.

QUESTIONS - YOU'LL GET QUESTIONS

Here are some of the most frequent questions asked and appropriate answers to them:

1. How is this activity center financed?

It is neither all Federal nor all local nor all private--rather all three of these. This might be termed "the perfect merger" or "happy marriage" of all individuals and the Government. Explain carefully the selling of the loan bonds which will be paid by the Local Authority. Also mention PHA's annual contribution.

2. Will all older adults want to participate in the activity center?

Some of the persons past 60 in every community are very busy and need nothing else to fill their lives. Some will remain active and vital until they are 100 or more. But there are others less fortunate by drive and personality who do not remain active in anything. There are many who are just plain lonely. Cite the results of your survey to prove the interest of older adults.

3. Will the center separate older adults from the community?

These centers are not conceived to compete with churches or other organizations but are designed to broaden the activities of older adults.

(Cont'd)

10. THE BROCHURE . . .

A brochure is another selling aid. An attractive booklet, setting out facts in a readable, concise manner, can do much in getting your point across.

Distribution

Brochures should be left at each meeting after your speaker has explained the center. They may also be mailed to persons outside the city whom you query about financial help. They may be handed out to individuals.

SLOGANS:

Another selling aid is a catchy slogan.

"As Interest Grows So
Grows Your Community
Center"

"State your case!"

This is rule number one in preparing a brochure.

Here are some facts which should be included to help educate the public.

(1) People are living longer today than at any other time in our history.

(2) These older adults have a definite problem in the fact that their income goes down and their expenses go up. Most of the older adults in every town have an income of around \$100.00 per month.

(3) The golden years are often more lonely than golden.

(4) This problem is a common one, but it is a problem with an answer.

(5) Pose the question. What are you and your group willing to do to make the center come to life?

(Cont'd)

11. TELL IT TO THE PUBLIC . . .

through press, radio, television

As soon as approval for the Senior Citizens' Center is given, whether or not it is developed as part of a low-rent project, visit the publishers and editors (editor, city editor, managing editor) of your local newspapers. Explain the project to them thoroughly, including the financing. Follow the same policy with radio and television.

Let the news media know that you will be giving them regular releases as the project progresses.

NEWS RELEASES

If you have a coordinator, this person will be able to write your news releases. This will give you better coverage because it is less effort for the newspaper. If you do not have a coordinator, write the releases as best you can, remembering to double space them.

You can quite often convince a newspaper that yours is a front page story because (1) any project of like size spending a like amount of money is big news (2) because the story may be sent to other Local Authorities for use and it will be good for them to see the front page banner of the paper. Your first story might contain comments from leading citizens--the mayor, Chamber of Commerce president, etc.--giving their approval to the Center.

It is not always possible to have a favorable press, radio, and television, but never neglect them. If you cannot receive favorable editorial support, you can get good straight news coverage by maintaining the proper relations. Don't keep too many secrets from the news media. They will find out anyway, and they will give you a better break if you are straightforward with them.

KEEP THEM INFORMED

You will be making news stories frequently . . don't overlook them. Any time one of your speakers appears before a club, that is news. If someone sends in an unusual gift for the Center. . that is news. If the mayor declares a special emphasis month for your Center. . that is news. So tell these things to the newspaper.
Keep All Media Informed.

TV, RADIO

Television and radio can give the project publicity.

If your TV station has any "live" discussion programs, see if your group can be scheduled to appear.

Hand in double-spaced news releases to both radio and television, being careful to release all articles to TV, radio, and newspaper at the same time so that one will not "scoop" the others.

(Cont'd)

12. WHAT'S IN A NAME?

Is there someone in your community who might make a large enough monetary contribution to your Center that you would want to name the Center after him? If so, approach him about this matter. If he agrees, approach his friends who might also make contributions in his honor. If not, then pick an attractive name for the Center early in the game. The Center comes to life before the public much more readily if the citizens begin to know it by name.

Statistics --

A statistic by any other name is still a statistic; but it is how it is expressed that makes the difference. If you find that 10 percent of your population is over 65 years of age, it is more meaningful to the public to use the statement: "1 out of 10" instead of the colder 10 percent. If, on the other hand, you intend to survey 150 older adults, which represents 5 percent of your past 65 population, it may be better to use "5 percent" than the figure 150.

Terminology --

It is also well to decide in advance on terminology. Do the people in your community resent the term "Senior Citizens"? If so, call them older adults. Is the term "golden age" overworked? If so, avoid these words.

(Cont'd)

13. NEXT MOVE, PLEASE . . .

When the newspaper publicity breaks, get enough copies of the paper to send a clipping to the president of each club or organization in your town.

Mail the clipping along with a letter asking that a speaker be allowed to appear before the group to explain the project further.

Make it convenient for the club president to answer you.

(a) Enclose a mimeographed appointment sheet whereby the club president may merely fill in blanks, giving the date, time, place, and number of minutes for the talk.

(b) Also enclose a self-addressed stamped return envelope.

SELECT A SPEAKER'S BUREAU . . .

If you have a number of groups in your town which will need a speaker, your best means of getting the story told is to select qualified local speakers for a speaker's bureau.

Speakers may be found among the following groups: lawyers; lay workers in the church; executives with public speaking ability; members of the local Toastmasters' Club; city officials; and others who are accustomed to making talks.

Each speaker should be contacted personally, and the philosophy behind low-rent housing as well as the philosophy behind the activity center explained.

SPEAKER'S KIT . . .

1. The kit should contain a complete suggested talk. This should be written so that it may be given by any of your speakers without any additional work on their part. It should be approximately 20 minutes in length.
2. Some speakers will want to write their own speeches so include this material:
 - (a) A sheet giving special points for emphasis--such things as the number of people in your community who are past 65; the location of the proposed Center; the fact that gifts are income tax deductible; and that membership will be free and open to all persons, etc.
 - (b) A sheet giving possible questions and answers.
 - (c) Copies of news releases.
 - (d) Copies of brochure.
3. Include sample letters which organizations may use in agreeing to participate in financial assistance, services, programs, etc.
4. Include self-addressed envelopes which clubs may use to mail their written replies.
5. Include colored slides, architect's sketches, or simple line drawings to assist the speaker from the visual aid standpoint.

(Cont'd)

14. COMMITMENTS OR AGREEMENTS

BUT THIS IS ONLY THE BEGINNING

After a speaker appears before an organization, the talk should be followed up in one of these ways--

A letter, telephone call, or personal visit to the club president should follow each talk. Thank the president for allowing a speaker to appear, and then inform him or her that the coordinator, Steering Committee or Local Authority Commissioners will be pleased to answer additional questions.

You will probably find that return appearances will be requested by many boards of directors in order to ask questions or to work out written commitments.

by the way . . .

speakers should be given some idea of what to ask each club for in the way of participation.

speakers should also report to the coordinator any questions asked at the club meeting.

SIGN ON THIS LINE . . .

Since your activity center can only come to life through written agreements or commitments, it is necessary to get a signature on the dotted line.

It should be emphasized once more that the agreements should come from action of the Board or governing agency so as to assure continuing interest in this project.

If the commitment is for money, it is best to have the organization contribute the funds without any specific designation as to its use, thereby letting the Local Authority decide what furnishings, etc. the money will be used to purchase.

In obtaining written commitments for programs at the Center, determine (a) how often will the program be conducted? (b) who will clean up after the program? (c) what supplies, etc. will the organization furnish in conducting the program?

15. THINK "THANK YOU"
SAY "THANK YOU"
WRITE "THANK YOU"

There is both power and simple politeness in the two words "thank you." They should be used often.

Thank you notes should go to clubs after a speaker's appearance; also a note of thanks to the speaker for making the talk.

Thank you notes should be sent to all news media frequently. And, most important of all, a nice thank you note to groups of individuals making commitments.

MAKE
YOUR
PLANS
FLEXIBLE

Remember that the older adults, for whom the Center is intended, as well as the younger persons who will be contributing, are all individuals.

No age group is merely a category.

While it is well to have all of your plans laid far in advance, do not let these plans bind you if you find that the individual problem should lead you in another direction. Sit down, look at things objectively, and then change your course if necessary.

If you are met with opposition, don't be timid about it or run away from it. Face your opponents politely; state your position and answer their questions.

16. FINANCIAL SUPPORT

REVERSE "ADVANCE GIFTS" DRIVE . . .

It is possible to have a drive for your big monetary gifts in advance of your speakers' appearances before clubs.

However, if in your town the Community Chest or United Fund drives have been failing in the past few years, it might be well to reverse your big gift campaign and conduct it after you have seen what support the various organizations will give you.

Your big gift campaign might be slanted toward interesting persons in becoming sponsors.

Types of sponsorship could be as follows . . .

--Regular Sponsors. Those who agree to a yearly sponsorship fee of from \$25.00 to \$100.00.

--Patron Sponsor. Those who commit themselves to an annual donation of from \$100.00 to \$500.00.

--Sustaining Sponsor. Those who make annual commitments of \$500.00 up.

--Honorary members will be those who wish to be contributing sponsors for one year only. The honorary membership fee could be \$500.00 and up.

OTHER SOURCES TO INVESTIGATE FOR FINANCIAL SUPPORT . . .

1. Write or visit any Foundation near you which might be interested in conducting some type of research at your Center.
2. Ask your local accountants if there are any estates which make financial contributions to tax deductible organizations such as your Center will be.
3. If you have an active and financially successful Community Chest or United Fund organization, investigate the possibility of being included in its budget.