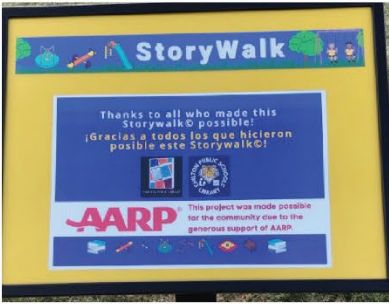




Grants to make communities livable for people of all ages
aarp.org/CommunityChallenge



2023 COMMUNITY CHALLENGE GRANTEE TOOL KIT



WHAT'S IN THIS TOOL KIT?

1. Grant Promotion
 - a. Promotion Guidance
 - b. Public Announcement Resources
 - c. Additional Community Resources
 - d. After-Action Report
2. AARP Branding and Acknowledgment
 - a. AARP Social Media and Website
 - b. AARP Name and Program Description
 - c. AARP Approved Language for Acknowledgment
 - d. AARP Logo Use
 - e. Toyota Acknowledgment and Logo Use
 - f. Examples of Branding in Past Projects

PUBLIC ANNOUNCEMENT RESOURCES AVAILABLE TO YOU:

- i. Social Media Package
- ii. “We Are a Grantee” GIF
- iii. Customizable Blog Post
- iv. Talking Points/Messaging
- v. State Office Contact List
- vi. AARP Logo

All promotional materials and AARP logos can be found in the [Resource Library on the Grantee Portal](#)

CONGRATULATIONS!!

Congratulations on being selected as an AARP Community Challenge grantee! We are thrilled to support your work to make your community more livable for people of all ages.

We've created this tool kit to assist you as you promote and execute your project. If you have any questions, please contact us at communitychallenge@aarp.org.

GRANT PROMOTION

PROMOTION GUIDANCE

We are preparing for the public announcement of the 2023 AARP Community Challenge grantees which will take place at 2:00 PM ET on Wednesday, June 28. At that time, AARP will publicize the Challenge grantees at the national, state and community levels and we would love to see you share the good news as well!

We encourage you to reach out to your AARP State Office to coordinate promotion efforts. You can find your local AARP State Office contacts on the Excel spreadsheet in the [Resource Library on the Grantee Portal](#). AARP State Offices will also be releasing the news with local press releases, blogs and social promotion.

AARP's national public announcement will include the following:

- A Live Announcement Event
- A national press release
- An article with descriptions of all projects on aarp.org/CommunityChallenge
- A placement in our Livable Communities e-newsletter going out to more than 120,000 subscribers
- Promotion across our social media channels

PUBLIC ANNOUNCEMENT RESOURCES

We know you'll want to share the news with your networks, so we've included several promotional resources in the [Resource Library on the Grantee Portal](#). In addition to social media, we invite you to spread the word through your other channels (newsletters, website, press outreach, etc.).

- Branding Pack with logos and approved language related to AARP
- Sample Facebook and Twitter posts
- Sample Blog Post
- Media Talking Points
- An animated GIF announcing you are an AARP Community Challenge grantee
- AARP State Office Contact List

ADDITIONAL COMMUNITY RESOURCES

AARP Livable Communities has excellent resources available for your community, including an e-newsletter and an interactive map that includes information about current and prior Challenge grantees. Find helpful links below!

- [Sign up](#) for the Livable Communities e-newsletter
- [The Livable Communities Library](#) of Livable publications
- [Interactive Livable Communities Map](#)
- [Livable Communities Website](#)
- [AARP Network of Age-Friendly States and Communities](#)

AFTER-ACTION REPORT

We are including a sample copy of the After-Action Report template in the [Resource Library on the Grantee Portal](#). We believe it will be helpful for you to see upfront the kind of information we'll be asking you to report. You will submit your After-Action Report by December 31, 2023 through the OpenWater platform, which is the same website you applied through (we'll send instructions). We also strongly encourage you to take photos as you work on and complete your project and we have included a photo release for your use.

AARP BRANDING AND ACKNOWLEDGMENT

SOCIAL MEDIA AND WEBSITE

- [Facebook](https://www.facebook.com/AARPLivableCommunities/) (www.facebook.com/AARPLivableCommunities/)
 - Like AARP Livable Communities' page and we'll like your page too.
 - Mention **@AARPLivableCommunities** in posts, photos and events related to your granted project.
- [Twitter](https://twitter.com/AARPLivable) (https://twitter.com/AARPLivable)
 - Follow AARP Livable Communities and we'll follow you back.
 - Mention **@AARPLivable** in posts and photos related to your granted project.
- [Hashtag](https://www.aarp.org/CommunityChallenge) (#AARPCommunityChallenge)
 - Please use **#AARPCommunityChallenge** in posts, photos and events related to your granted project.
- [Website](http://www.aarp.org/CommunityChallenge) (www.aarp.org/CommunityChallenge)
 - When mentioning AARP's support on your website, please include a link to the Community Challenge webpage.

AARP NAME AND PROGRAM DESCRIPTION

Please only use “AARP” when referring to the organization – never “The AARP” or “the American Association of Retired Persons.”

When including a description of the program, please use the following:

The AARP Community Challenge is a grant program to make tangible improvements in communities that jump-start long-term change. It is part of AARP's nationwide Livable Communities initiative, which supports the efforts of cities, towns, neighborhoods and rural areas to become great places to live for people of all ages. To learn more, visit aarp.org/Livable.

APPROVED LANGUAGE FOR ACKNOWLEDGEMENT

All promotional materials (such as press releases, newsletters, reports, signs, banners, plaques, etc.) should include a statement about funding support from AARP. Where possible, please include a written acknowledgment from below, as well as the logo:

- A. *“This project [event/activity/bench/sign] was made possible for the community due to the generous support of AARP.”*
- B. *“Thanks to AARP for the generous support that made this [event/activity/bench/sign] possible to help make this community a great place for all ages.”*
- C. *“This project was funded (or funded in part) by a grant from AARP.”*
- D. *“Project made possible due to the generous support of AARP.”*
- E. *“Funding provided by AARP”*
- F. *“Support provided by AARP”*
- G. *“Project funded by AARP”*
- H. *“Funded in part by AARP”*

APPROVED LANGUAGE FOR ACKNOWLEDGING TOYOTA

For projects in the ***Transportation Systems Change Demonstration Grant category***, all promotional materials (such as press releases, newsletters, reports, signs, banners, plaques, etc.) should include a statement about funding support from AARP and Toyota Motor North America. Where possible, grantees will include a written acknowledgment from below, as well as the provided AARP and Toyota logo lockup (*more information on that below*):

- A. *“This project [event/activity/bench/sign] was made possible for the community due to a generous grant from AARP with funding support provided by Toyota Motor North America.”*
- B. *“Thanks to AARP and Toyota Motor North America for the generous support that made this [event/activity/bench/sign] possible to help make this community a great place for all ages.”*
- C. *“This project was funded (or funded in part) by a grant from AARP with funding support provided by Toyota Motor North America.”*

- D. *“Project made possible due to a generous grant from AARP with funding support provided by Toyota Motor North America.”*
- E. *“Funding provided by AARP and Toyota”*
- F. *“Support provided by AARP and Toyota”*
- G. *“Project funded by AARP and Toyota”*
- H. *“Funded in part by AARP and Toyota”*

AARP LOGO USE

Downloadable JPG, PNG and EPS versions of the AARP logo in full or single color can be found in the [Resource Library on the Grantee Portal](#). Use whichever best fits your project, preserving original colors and dimensions. Place the logo upright and do not alter it in any way. We encourage you to use the AARP logo where possible.

Acceptable use of AARP’s logo includes, but is not limited to permanent signage, event signage, plaques, stickers, newsletters, postcards, brochures, websites and social media channels.

TOYOTA LOGO USE

For projects in the ***Transportation Systems Change Demonstration Grant category***, please use the AARP and Toyota Lockup (examples below). Downloadable versions of the lockup in full or single color can be found in the [Resource Library on the Grantee Portal](#). Use whichever best fits your project, preserving original colors and dimensions. Place the logo upright and do not alter it in any way.

Horizontal Lockup:



Vertical Lockup:



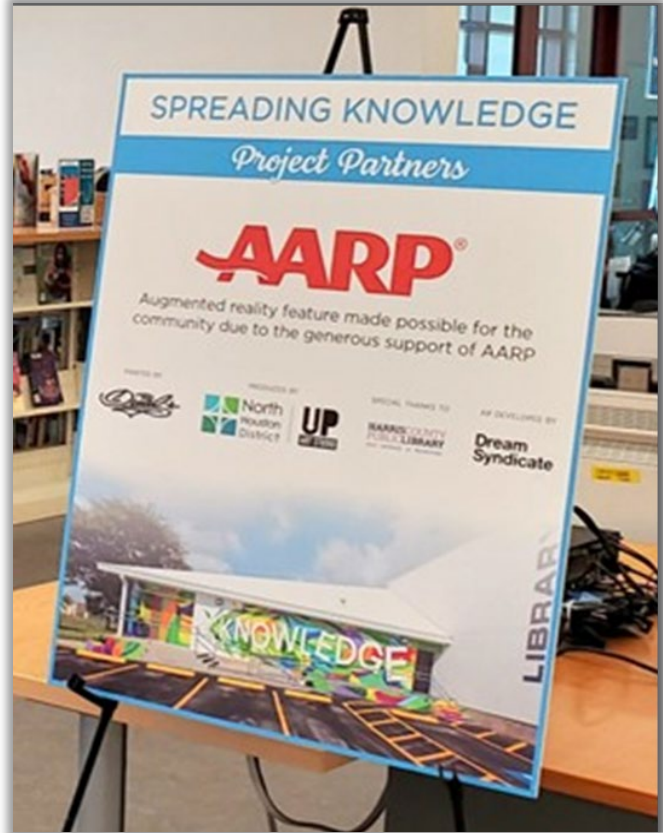
EXAMPLES OF AARP BRANDING IN PAST PROJECTS

AARP branding can be displayed in a variety of ways depending on your project – plaques, signs, banners, brochures, fliers, painted into artwork, and many more. We've included some examples from past projects below but don't feel like these are your only options. Pick what works best for *your project*! **Don't forget to take pictures of AARP branding in the project for your After-Action Report.**

PAST ACKNOWLEDGMENT EXAMPLES: SIGNAGE



PAST ACKNOWLEDGMENT EXAMPLES: SIGNAGE CONT'D



PAST ACKNOWLEDGMENT EXAMPLES: PRINT AND DIGITAL

Let's go!
Use the **MyChart** mobile app or click on **MyChart** at www.ichs.com

开始行动吧!
使用 **MyChart** 手机应用程序 或点击 www.ichs.com 网上的 **MyChart**

Hãy bắt đầu nào!
Sử dụng **MyChart** mobile app hoặc nhấp vào **MyChart** tại www.ichs.com

Questions? 有问题吗? Câu hỏi?
☎ 206.788.3700

ICHS International Community HEALTH SERVICES

Support provided by **AARP**

VRC
Vermont River Conservancy
29 Main Street, Suite 11
Montpelier, VT 05602
VermontRiverConservancy.org
(802) 229-0820

AARP

This natural history brochure was created by members of the Vermont Master Naturalist program and funded by AARP.

MADE POSSIBLE DUE TO THE GENEROUS SUPPORT OF

AARP & **COMMUTERIDE WORKSPACE MOBILITY GRANT**

ACHD COMMUTERIDE

SATURDAY DECEMBER 4TH
10AM-4PM

BIKE SHARE

SAVE THE DATE
GONZALEZ ST. SHAREWAY

Walk • Bike • Run • Skate • Dance
Along a Shared Urban Corridor
Alabama Square — Bayview Park

made possible with funding from the **AARP**

Walk with Us
text #stroll to 203-633-8748 to join us for a future walk

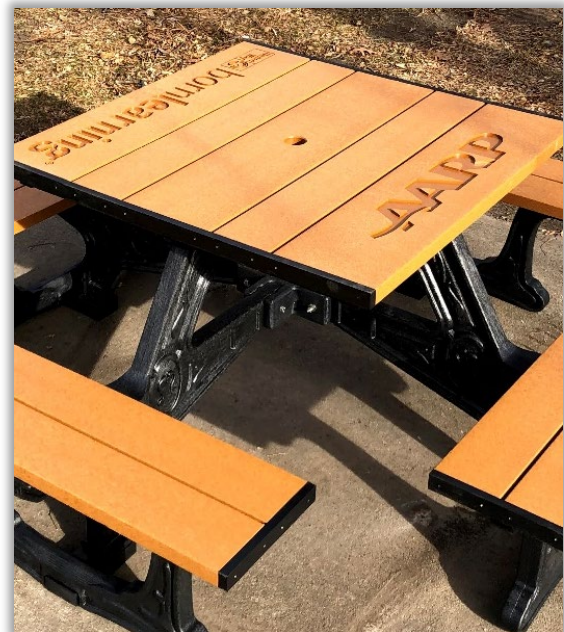
Contact Us
Groundwork Bridgeport
1001 Main Street, Suite 20
Bridgeport, CT 06604
203-335-6126
hello@groundworkbridgeport.org
www.groundworkbridgeport.org

Supported By
AARP This project was funded in part by a grant from AARP

Intergenerational Walk
take a stroll through

GROUNDWORK Bridgeport

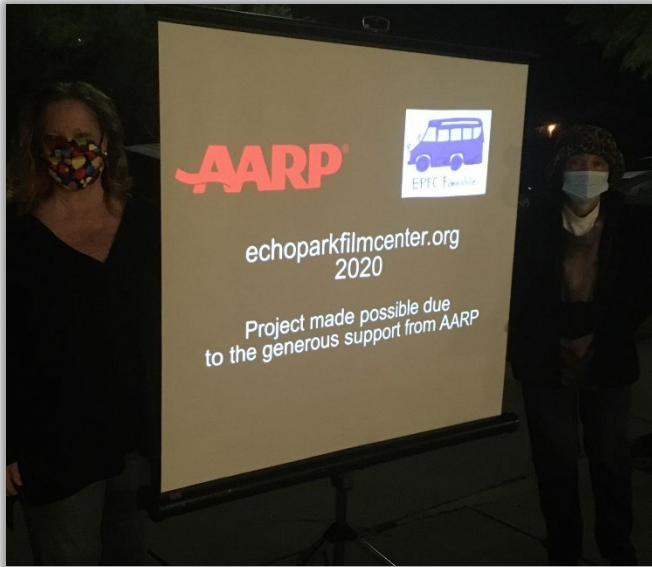
PAST ACKNOWLEDGMENT EXAMPLES: BENCHES & TABLES



PAST ACKNOWLEDGMENT EXAMPLES: ARTWORK



PAST ACKNOWLEDGMENT EXAMPLES: MISCELLANEOUS



PAST ACKNOWLEDGMENT EXAMPLES: MISCELLANEOUS CONT'D

