



AARP Foundation | AARP Services
Financial Management and Planning | Membership
Office of Social Impact | Office of the Executive Director | Operations
Policy and Strategy | State and National Initiatives

inside aarp

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Day of Service 2005



Coordinator of Outreach and Service
Andrés Castillo comforts a little girl at Martha's Table, a Washington, D.C., organization that provides meals and day care to young children and feeds and clothes people who are hungry and homeless.

MORE THAN 25,000 AARP staff, volunteers, chapter members and community partners turned out on May 12 to clean, clear, paint, plant, build, cook and care for our neighbors. See pages 2, 3 and back cover.

Walking the Talk

The AARP Family Pitches In



▲ The Mississippi Avenue Project in Washington, D.C., was well-served by a well-armed crew. From left, Senior Research Advisor Xenia Montenegro, Program Assistant Sandra Barrett, Web Designer Janice Hallman, Administrative Specialist Robert Hammond, Consultant in Event Management Kevin Bullock, Senior Media Liaison Muriel Cooper, Publications Features Editor Bill Newcott, Member Relations Liaison Carol Clair, Senior Research Adviser Helen Brown and Publications Copy Chief Diane Brown.

The words on AARP T-shirts said, “The power to make it better.” On May 12, AARP Day of Service 2005, we did that more directly than we usually do. Around the country, the AARP family spent the day helping out at places like food pantries, homeless shelters and parks — and those were the simpler venues.

President of AARP Services **Dawn Sweeney** spent her day with disabled adults, face-painting and drawing. “Hands-on service is the most rewarding experience there is. Our groups made a real difference [at the National Children’s Center adult day-care facility] yesterday. You could see it in their eyes and in ours.”

Building KaBoom! playgrounds was the day’s activity at two sites — a National Office team built a playground in

southeast Washington, D.C., and a Lakewood team built one in San Pedro, Calif. Manager of Facilities Services **Cary Caine**, who served as team lead in D.C., said, “A student asked me why we decided to build the playground. I told him because, one, it’s for you; two, it needs to be done; and three, we have the power to do it.”

In the States

Many Day of Service activities were aligned with the Association’s 10-year social impact agenda.

In North Dakota and Puerto Rico, staff distributed Social Security information at senior centers, shopping malls and to the homes of those with limited mobility. “We reached out to more than a thousand people in their homes this year,” said AARP North

Dakota Associate State Director **Marlowe Kro**.

Associate Executive Director for State and National Initiatives **Chris Hansen** joined AARP Puerto Rico Senior Office Administrator **Lucy Gonzalez** to pass out Social Security pamphlets at Plaza las Americas in San Juan.

AARP Connecticut joined forces with The Hartford and Rebuilding Together to revitalize the home of an older blind woman in Hartford. Forty-one volunteers painted the inside of the home and made minor repairs. “We were very excited that we had such a great turnout,” said AARP Connecticut State Director **Brenda Kelley**. By her account — and all others — the day was a huge success. □



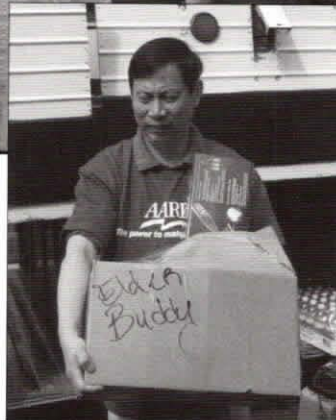
▲ Social Impact Senior Project Manager Kristin Dillon, top, and Senior Legal Secretary Molly Weitz cleaned furniture at Carpenter’s Shelter, a homeless shelter in Alexandria, Va.

▼ The AARP Nebraska Planning Team for Day of Service: volunteer Toni Hahn, left, State Director Connie Benjamin, Ruth Hamlin of Nebraska Faith in Action, Executive Council Member Sunny Andrews and Staff Assistant Rachel Kohmetscher.



► Policy Research Analyst Ke Wu tooted the load for the Elder Buddy program, an AARP-affiliate in Washington, D.C., that helps older renters at risk of eviction.

▼ Budget Associate Vanessa Brogsdale, Volunteer Technician Luis Sanchez and Member Value Coordinator Paul Long at Martha's Table in Washington, D.C.



► The Lakewood KaBoom! playground got a helping hand from Manager of Applications Development Enio DePaz and Project Leader Martin Ochoa ...

► ... And, Principal Software Engineer Prasanna Pilli.



◀ AARP Services Marketing Analyst Morgan Davidson helped organize outdoor games at the adult day-care facility run by the National Children's Center in Washington, D.C.

► Senior Administrative Associate Natalie Molina worked with a resident at the Methodist Home in northwest Washington, D.C.



► Member Communications associates in Lakewood Karin Castellanos and Joanna Revis worked on a project for the Salvation Army.



Board Members Play Vital Role in Social Security Campaign

Partnership With Staff Assures Media Readiness



▲ Speaking effectively to the media about AARP's position on Social Security is tricky. Director of Special Campaigns and Promotions Marty Davis, left, leads AARP Board of Directors members Joanne Disch and Lee Hammond through a practice session to make sure the message comes out right when the action goes live.

The political environment surrounding the Social Security debate is forever changing. That's why AARP Board of Directors members periodically undergo media training. Conducted by media professionals on AARP's staff, the training better equips individual Board members to face the media speaking effectively and confidently about AARP's number one priority.

An integral part of the Social Security campaign is getting the right messages out to the right audiences at the right time. Misstatements in the media, repeated long after

they are first made, can distract from the debate, damage the Association's credibility and undermine our position.

"This session trains you to focus on the AARP message and to be prepared for questions that are intended to throw you off stride. Message practice may not make you perfect, but it does make you more comfortable when facing the media," said Board Member **Lee Hammond**.

The training sessions are a collaborative effort of Board Support, Media Relations and Broadcast.

"I learn a lot from working with Board members," said

Broadcast Project Manager **Mary O'Donnell**, "and I'm inspired by the example they set of volunteerism in action,"

The first part of the three-hour training is an open discussion about the thinking behind the Association's major messages, the areas Board members would like to concentrate on, and specific questions that have already come up with the media or at the more than 70 Social Security forums AARP has sponsored this year.

"The training helped me recognize I didn't know the key phrases of our Social

continued on page 5

Security message,” said Board Member **Mary Jane O’Gara**. “Everyone told me how much the training meant to them, but I didn’t realize the impact until it became personal. I’ll be better prepared now.”

The second part of the session involves role-playing. Board members take part in a mock roundtable discussion, with facilitators playing the role of journalists. The exercise is taped in the studio and played back for constructive feedback.

“Board Support is always looking for ways to help Board members carry out their activities to their fullest potential,” said Board Support Administrative Coordinator **Pat Baker**.

Although AARP Board members have varied levels of experience dealing with the media and public speaking, the training exercise has

proven to be an effective tool for all who have participated.

“While I have had a lot of experience with the media, I learned a lot. The preparation before and review after were particularly helpful,” said Board Member **Joanne Disch**.

Subtle Shifts in Social Security Message

The second phase of AARP’s Social Security campaign is marked by refinement and subtle changes. AARP’s position isn’t changing, but the issue of long-term solvency is assuming a greater role in the campaign’s messages. At the same time, opposition to private accounts and progressive indexing in Social Security remains firm.

As the debate around retirement security evolves, AARP is making sure that all its spokespersons are up to date on the state of the debate and



▲ AARP Board of Directors Member Nelda Barnett talks one-on-one with a member at a lively Social Security forum sponsored by AARP Connecticut.

that those who represent AARP speak with one voice. □

First Regional Lifestyle Conference Debuts in North Carolina

The first AARP Lifestyle Conference on Health and Wellness took place June 3 - 4 at the Charlotte Convention Center in Charlotte, N.C. Designed as an attraction for members and guests within a 150-mile radius, the event offered attendees state-of-the-art information on staying fit and maintaining wellness along with engaging activities. Motivational speaker Dick Vitale’s talk on “Secret Plays to Win a Healthy Lifestyle” opened the conference and Mariel Heming-



way’s reflections on balance in life closed it. In between, there were sessions on nutrition, sexuality over 50, caregiving, exercising with your grandchildren, affordable prescription drugs and much more.

Attendees also enjoyed an action-packed exhibit floor. UnitedHealth Group’s exhibit included classes in yoga, aerobics and boot camp.

For more information, contact Jennifer Desjardins, jdesjardins@aarp.org or (202) 434-2785.

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Department Created to Guide and Support Volunteerism

Seeking to Engage More — and More Satisfied — Members

AARP's rich history of volunteerism began with the vision of one extraordinary woman, Ethel Percy Andrus. The Association's focus on improving the lives of older Americans continues today through the work of volunteers involved in leadership, advocacy, education and community service. And AARP's concept of volunteer engagement continues to evolve.

"To achieve the goals of the social impact and member

value agendas, we need to keep expanding our definition of member engagement and volunteer engagement," said Director of State Support and Volunteerism **Bob "Hoff" Hoffman**.

Recommendations from the 2004 Volunteer Engagement Project included pulling together the resources of the organization to examine ways to enhance volunteerism to develop more — and more satisfied — volunteers work-

ing to achieve AARP's priorities. AARP's Board of Directors approved these recommendations and efforts are under way to implement them.

"Renewed commitment to staff and volunteer leadership and partnership in all stages of the Association's work is one of the outcomes we are promoting," said AARP Arkansas volunteer **Billie Ann Myers**, who is serving on a group helping to implement those recommendations.



▲ The State Support and Volunteerism staff at their recent planning retreat. **Front Row:** State Support and Volunteerism Director Bob Hoffman, Senior Project Manager Connie Nero, Volunteer Policies and Operations Manager Jim Wordelman, West Regional Liaison Sue Volek, Community Networks Manager Bob Toye, and Volunteer Training and Development Coordinator Maria Carrasquillo. **Second Row:** Volunteer Administration and Technology Tools Supervisor Barbara J. Smith, Chapter Coordinator Sharon Binns-Stewart, Program Assistant Pamela DeLoach-Jupiter, Senior Project Manager Kim Adler, Program Consultant Sharon Smith, Senior Executive Secretary Joyce Wright, Program Assistant Sandra Barrett, Volunteer Technician Karon Long, and Volunteer Training and Development Manager Terry Edwards. **Third Row:** Northeast Regional Liaison Kathy Stevens, Volunteer Recruitment and Recognition Manager Cindy Langley, Volunteer Technician Wayne Griffin, Southwest Regional Liaison Bonnie Brady, Senior Administrative Associate Ronnette White, Southeast Regional Liaison Ed Pulik, Volunteer Training and Development Coordinator Nicole McGee, Program Specialist Rachelle Ijeomah, and Volunteer Technician Jerome Burnett. Inset, Volunteer Alliances and Special Project Director Karen Key.

Finding new and creative ways of engaging the talents and life experiences of 35 million members will give AARP substantially increased capacity while adding value for our members.

Some of the plans to promote the engagement of more AARP volunteers include:

- providing world class volunteer orientation and training;
- developing opportunities to share practices and learn from other nonprofit organizations involved in volunteer resource management;
- implementing practices that give AARP chapters an opportunity to thrive;
- renewing focus on the vital role chapters play in fulfilling AARP's mission during the 45th anniversary; and
- supporting state offices willing to "think outside the box" and experiment with innovative models for engaging volunteers, especially models using new tools and techniques based in technology.

Providing guidance for much of this work is the reorganized State Support and Volunteerism department in SNI. Made up of three departments formerly known as 1) State Support, 2) Volunteer Resources and 3) Community Networks, the new group focuses its energies on providing service to state and regional offices, especially in work related to volunteers.

The department is looking for opportunities to engage members and to partner with staff and volunteers at the national, regional and state levels on projects and initiatives that advance AARP's priorities. □

Volunteers Bring Expertise, Passion, Experience to AARP

AARP always has had a savvy, dedicated corps of volunteers serving the Association. Our all-volunteer Board of Directors runs the Association. Our National Legislative Council recommends appropriate policy around issues that concern Americans age 50 and older. Around the country, volunteers serve as expert spokespersons, run forums, manage phone trees, lobby their elected representatives, serve on task forces, act as facilitators and perform a host of other tasks that keep AARP visible in local communities.

"It's definitely known all up and down the line that AARP is interested in the opinions and expertise of the volunteers. We're not just there as paper figures. The volunteers bring a good deal of expertise to the table. And AARP is very wise to use that talent," said AARP Virginia State President **Ruth Nelson**.

Taking heed, the Office of Social Impact has come up with yet another role for volunteers. It has integrated them into the Social Impact working groups, which are charged with helping to develop a multiyear road map for achieving AARP's social goals. Made up of staff representing a range of AARP offices, along with two volunteers, each of these groups helps to:

- develop multiyear strategic plans for each of the social impact goals;
- create Association-wide operating plans;

- collaborate with other AARP departments to drive the execution of the plans;
- help to identify measurable benchmarks; and
- identify volunteer opportunities.

But volunteers' contributions to these groups are broad. They know and care about the issues. They have strong alliances with other community groups. And they know how to engage their communities in pursuing AARP's agenda.

Obligation to Lead

Having that community focus can be powerful. One working group was debating the direction AARP's overall approach should take. Should the Association take a support role by working with other organizations or should it be out front? The robust discussion continued until AARP Georgia State President **Cas Robinson** said, "Out there, we are seen as the leader. AARP has to step up to the plate." That observation shifted the discussion to how AARP could fulfill this leadership obligation.

Volunteers are vital to the successful pursuit of our social impact agenda. The degree to which we meet the challenge of involving volunteers — imaginatively and effectively deploying this people power within AARP — will, in large measure, determine our eventual success in meeting our social impact goals. □

Laying the Groundwork for Livable Communities

Work Focuses on Mobility and Housing

Most people want to continue living in their homes and communities as they grow older. For that to happen, however, their communities must be livable. And that's why livable communities is one of three areas of concentration in the Association's 10-year social impact agenda. The other two are health and economic security.

A livable community is one that has affordable and appropriate housing, supportive community services, and adequate mobility options. Together, these features allow an older person a level of independence and an opportunity to engage in community life.

Mobility and Housing

AARP's work around livable communities focuses on mobility and housing. Mobility includes safe driving as well as other safe, accessible and affordable forms of transportation. Housing encompasses all issues around affordable and accessible housing options for people 50 and older.

Through the efforts of the social impact working groups, staff across the Association are coming together to lay the groundwork for the Association's efforts over the next decade.

"This year the work around livable communities focuses on what I call the LPP — learning, partnering and positioning," said Director of Livable Com-

munities **Elinor Ginzler**. "We have a lot of work to do if we want to be the voice of the 50+ consumer around the issues of mobility and housing."

So far this year, AARP has worked to identify the issues and key players in the mobility and housing arenas, established partnerships with organizations working in these areas, and begun work on positioning the Association as a lead organization working on these issues.

Projects

Several specific projects are key components of the livable communities work for 2005:

- This year's *Beyond 50* report, released in May, is entitled "Beyond 50.05: A Report to the Nation on Livable Communities: Creating Environments for Successful Aging." The fifth in AARP's annual *Beyond 50* series, this is a comprehensive examination of the issues around creating communities free of barriers that impede participation by older residents.
- AARP International Affairs will host an international conference entitled "Universal Village: Livable Communities in the 21st Century" this month.
- Housing demonstration projects are under way in five cities: Las Vegas, Nev.; El Paso, Texas; Hartford, Conn.; St. Louis, Mo.; and Charlotte County, Fla. (See *Inside AARP*,

May 2005 for a description of the Las Vegas project.)

- The AARP Driver Safety Program is expanding, with the piloting of an online version of the course, a review course and a CarCheck/CarFit program.
- AARP's strategic alliance with The Home Depot gives the Association a unique opportunity to reach our members and the general public through the marketplace with consumer information on aging in place. The Home Depot stores will feature products with the AARP "Seal of Approval" when the program launches later this year.

You can find more information on InfoNet in the Livable Communities area of the Social Impact page.

Livable Communities: An Evaluation Guide

Because there are many aspects of a livable community, the AARP Public Policy Institute developed an evaluation guide to help residents, advocates and local leaders identify areas of success and potential opportunities for improvement in their community. It includes chapters on transportation, walkability, safety and security, shopping, housing, health services, recreation and cultural activities, and other community services. For a copy, contact Tish Williams, (202) 434-2415, twilliams@aarp.org.

Behind the Overhaul of AARP.org

The 'Big Dig' Goes Live

For the past 16 months staff of Web Strategy and Operations (WSO) have been working with their AARP and AARP Services colleagues and a number of external providers to redesign AARP's Web site and WSO's operations. Code named Web Design Integration or WDI, the goal has been to move AARP's Web site from good to great — while keeping "integration" top of mind. It's been a labor of love for most.

"The Web site has been the focus of my work here for more than eight years," said Manager of Client Services **Sandy Moreland**. "Having so many people participate in the redesign has made the project very collaborative."

According to General Manager **Mark Carpenter**, "We entered into this project with the goal of building a site that everyone can navigate easily and rely on 24/7. I like to think of AARP.org as the 365-day-a-year National Event. Our site is unique in its ability to give visitors the big picture of what AARP is all about — at their convenience."

Easy to Navigate

The site redesign accomplishes several important things. First, WSO has implemented a simple, consistent navigation to help users find the information that meets their interests. The new site is more appealing to look at with brighter colors, more dynamic photography and a cleaner design.

A new look and navigation



▲ Master (Web) builders AARP Services President Dawn Sweeney, Web Strategy and Operations General Manager Mark Carpenter, and Chief Communications Officer Christine Donohoo greeted the launch of the new AARP Web site with smiles.

aren't the only changes. WSO has reorganized and added new staff in order to better serve both internal and external clients. "I've been with WSO for nearly a year-and-a-half assisting with the WDI project and have found it rewarding," said Director of Client Services **Mike Lee**. "But I'm even more excited about the work that's been going on to streamline our processes and provide better service."

These days, that's quite a lot of people. As part of the redesign, WSO worked with more than 30 business units in both AARP and AARP Services to get feedback on early iterations of the new site.

"We'd really like to thank several of our AARP colleagues for their assistance with this

project and their patience in getting to our relaunch," Carpenter said. "It's hard to single anyone out, but we wouldn't be here if it weren't for the real team spirit that (AARP Services President) **Dawn (Sweeney)** and (Chief Communications Officer) **Christine (Donohoo)** have inspired in their co-stewardship of our Web site."

AARP.org visitors are already a fairly satisfied bunch. More than 70 percent of those surveyed in the first quarter of 2005 rated the old site eight, nine, or 10 on a 10-point scale. WSO sees the new arrangements as a first step in a longer process of providing the absolute best member experience online, bar none. □

AARP Fraud Fighter Program Wins Telly Award

State Officers Can Customize Program for Local Use

A 30-minute educational program on consumer protection called “AARP Fraud Fighters” has been honored with a Telly Award for outstanding local, regional, and cable television commercials and programs.

Created by AARP Oklahoma and the National Office Consumer Protection Team, the program grew out of an innovative collaboration between cable provider Cox Communications and AARP Oklahoma.

“We know that our members are very concerned about consumer protection. When Cox Communications offered to produce a 30-minute television program on consumer issues of our choice, we thought this would be a great way to reach members and potential members here in Oklahoma,” said AARP Oklahoma Advocacy Director **Sean Voskuhl**.

How to Avoid Common Traps

Working with AARP Oklahoma Communications Director **Kelly Burley**, Voskuhl recruited Outreach and Services coordinators **Jennifer Leach** and **Andrés Castillo**, both of the Consumer Protection Team at the National Office, to help develop the script and host the show. Introduced by Oklahoma Attorney General Drew Edmondson, the program features a Voskuhl interview and provides viewers with facts about and tips for avoiding five common con-



▲ Coordinators on the Consumer Protection Team Andrés Castillo and Jennifer Leach, shown above, joined up with AARP Oklahoma’s Kelly Burley, inset, and Sean Voskuhl to produce an award-winning consumer education video.

sumer traps: identity theft, home improvement fraud, investment scams, living trust schemes and phishing (e-mails posing as legitimate enterprises that seek personal information to be used in identify theft).

“AARP Fraud Fighters” ran statewide on Cox cable outlets from Aug. 30 to Oct. 31 of last year, reaching as many as two million viewers.

The first program proved so popular that Cox Communications and AARP collaborated on a second project, this one introduced by AARP President **Marie Smith**.

“This show’s been a great complement to the work we’ve been doing with the Consumer Protection Team, training Fraud Fighters to do presentations all over the state. It can stand alone, though, to get good consumer information out to the public in your state,” said Voskuhl.

Both shows are available to all AARP state offices. Each can be customized with local information and shown on any cable outlet. For more information, contact Kelly Burley, kburley@aarp.org.

New Donor Newsletter Keeps Contributors Informed

The AARP Foundation officially launched its new donor newsletter *To Serve* on May 5 with an ice-cream social in the Brickfield Center at the National Office. "We are very excited," said AARP Foundation Director of Direct Response Fundraising **Robbin Wilson**. "We have worked hard to provide a publication that covers the foundation's charitable programs and that's interesting and relevant to our donors."

The full-color newsletter provides news and information about the Foundation's

programs, special events and answers to frequently asked questions. It also features profiles of donors, volunteers and people who have been helped by the AARP Foundation's programs. People like Trinnie Romero who, at age 60, found new skills and a new job through the Senior Community Service Employment Program (SCSEP). And John Topfer, who volunteers through the Foundation's Money Management Program to help people track and manage their finances. And people like John Rainey who is a major donor



▲ AARP Board of Directors members Clarence Pearson and Nelda Barnett sweetened their day with a visit to AARP Foundation's ice cream social celebrating the launch of *To Serve*, the Foundation's new publication for those who support its work by contributing financially.

AARP Foundation Workforce Initiative Gets Results A Happy Employee

The AARP Foundation's Workforce Initiative connects older people looking for work with 13 employers committed to developing an older workforce. Pitney Bowes is one of those companies. This is the text in an unsolicited e-mail to AARP from a new Pitney Bowes employee.

I would like to thank you for partnering with national companies for employment opportunities [for older Americans]. I was laid off from my job as an information technology project manager in November 2003. For most of 2004 I was with my wife tending to the needs of my mother-in-law. When I returned to Las Vegas, I began seeking part-time work in a customer service

position. [Because that was a "lesser" position than I had previously held] based on my resume, I had very little interest from companies.

I read an article in the *Las Vegas Sun* indicating that AARP had partnered with national corporations [to provide employment opportunities]. I applied through the AARP Web site. In two days, I received a request for an interview from Pitney Bowes and had an interview the following day. I received an offer of employment the following day and accepted the job. I completed my first week with Pitney Bowes and could not be happier.

Thank you again for providing a tremendous service for your members.

to the AARP Foundation and a founding member of the Andrus Society.

Contributions to the AARP Foundation support the work of programs such as AARP Tax-Aide, Money Management, Benefits Outreach, SCSEP and others, allowing them to build their resources and expand their services in their local communities.

"The newsletter helps us spread the word about the good work we're doing and helps people keep in touch with the Foundation's activities," says Wilson. *To Serve* will be mailed to more than 500,000 people who have donated to the AARP Foundation since it began fundraising two years ago.

For more information, contact Robbin Wilson at (202) 434-6209.

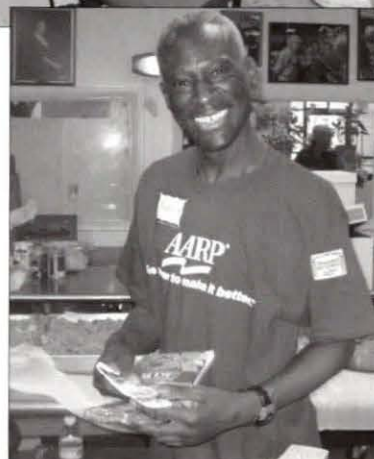
Day of Service 2005



▲ While Producer of Special Projects Larry Gannon talked with some future players ... ▶ A Home Depot employee, left, Chief Operating Officer Tom Nelson and Senior Executive Secretary Mona Parker mixed cement for the KaBoom! playground in D.C. The Home Depot team joined AARP for the day.



◀ AARP South Dakota Associate State Director Sam Wilson and Acting State Director Susan Silberman helped out with the Senior Games on the Lower Brule Indian reservation.



◀ Computer Technician Kermit Turner helped pack food at Martha's Table in D.C.

▶ AARP President Marie Smith joined the staff of AARP Wisconsin to paint a mural promoting upcoming senior games.



◀ AARP Kentucky Associate State Director Patrice Blanchard irons while Board Member Nelda Barnett chats with Lexington/Fayette County Faith in Action client Gisele Orbik. In the background is AARP/Faith in Action volunteer coordinator Betty Cooper.



◀ Outreach and Service Intern Angel Todd painted a mural at the Anthony Bowen YMCA in D.C.



▲ Staff of the Asian Services Center welcomed AARP on the Day of Service. Shown here are three staff members (woman on the left, man third from left and woman second from right) along with Senior Legislative Representative Rhonda Richards, Executive Secretary Rachel Turner, Program Specialist Gail Earle, Staff Accountant Doris Pao and Project Manager Brett Hom.