



Activity Planning Toolkit



Sponsored By:

GRISWOLD SPECIAL CARE

A Tradition of Home Care Excellence

Published by *GRISWOLD SPECIAL CARE*

717 Bethlehem Pike, Suite 300 · Erdenheim, Pennsylvania 19038
215.402.0200 · www.GriswoldSpecialCare.com

© Copyright 2007 *GRISWOLD SPECIAL CARE, INC.* No use or reprint without permission.



Welcome!

About Sandwich Generation Month

Sandwich Generation Month is an annual commemoration and celebration of the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents.

The annual recognition of **Sandwich Generation Month** is every July, within organizations and communities throughout the United States. This free Planner's Toolkit has been provided so you, your hospital, assisted living facility, support group, organization or community may host special events to raise awareness of the tireless efforts of (and support available to) members of the growing Sandwich Generation.

Funding and administrative support for the **Sandwich Generation Month** website and presented materials are provided by **GRISWOLD SPECIAL CARE**, the world's oldest, multinational, non-medical home care organization.

Before You Begin to Plan Your Event

Before planning your event, you will want to ensure a similar event is not already being planned for the same in your area. To do that, simply register your event by completing the web registration form at www.SandwichGenerationMonth.com/register.htm. If there is another event already in the planning phase, it may be possible to work together toward one, larger event incorporating all parties' ideas.

Planner's Toolkit Table of Contents

Quick Facts	3	IMPORTANT DEADLINES
National Sponsors	4	June 1 (recommended): Ordering of Official Sandwich Generation Month Merchandise from www.CafePress.com/sgmonth .
Planning Your Event	5	June 15: Final registration deadline for inclusion of your event on the Official Website of Sandwich Generation Month , at www.SandwichGenerationMonth.com .
Sample Support Request Letter	8	OFFICIAL LOGOS
Sample Government Proclamation	9	Sandwich Generation Month Official Logos are available upon registration of your event. To obtain logos:
Sample Letter to the Editor	10	1. Register your event
Sample Press Release	11	2. A confirmation email will be sent to your registration email address, with logos attached in both print-ready and web-ready format.
Sample Media Advisory	12	3. If you do not receive your logos within 3 business days, please contact the Sandwich Generation Month Sponsor, GRISWOLD SPECIAL CARE , at 215.402.0200 or email info@SandwichGenerationMonth.com .
Sample Public Service Announcements	13	



Quick Facts

Quick Facts About Sandwich Generation Month

HISTORY:

Sandwich Generation Month was established in 2007 from Philadelphia, Pennsylvania, our nation's own City of Independence, as the official month of commemoration and celebration of the dedication, patience and caring of adults who are part of the Sandwich Generation. **Sandwich Generation Month** was created and sponsored by **GRISWOLD SPECIAL CARE** to bring community awareness and support to those caring for both children as well as their own aging parents. **Sandwich Generation Month** is officially registered within the National Special Events Registry as an annual national observation, occurring each July.

OFFICIAL SLOGAN:

"Three Generations Bound By Caring"

OFFICIAL LOGO:

The **Sandwich Generation Month** tree logo looks simple enough, but as part of its design, three generations are bound together in the form of a "family tree." The tree consists of the following parts: Three roots and three branches, each representing one portion of the Sandwich Generation (Children, Adult and Elderly Parents). The green leafy portion of the tree is designed to reflect the same three generations' caring, through use of three separate green hearts bound together to form the body of the family tree. Utilizing soothing colors and aesthetics was important to the designer of the **Sandwich Generation Month** logo, as she wished to convey a soothing, yet optimistic and heartwarming tone. Official Event PMS Colors are: Pantone Uncoated 2708 (Blue Sky), 377 CVU (Dark Green Grass), 463 CVU (Brown Tree Trunk), 583 CVU (Medium Green Heart Tree "Leaves"), 389 CVU (Light Green Tree Accent). Those colors should be used throughout event materials and presentations, such as on banners, giveaways and promotional tools.

OFFICIAL MISSION:

Sandwich Generation Month is an annual commemoration and celebration of the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents.

REQUIRED AUTHORIZATION:

There is no membership fee associated with acquiring appropriate authorization for participating in commemoration of **Sandwich Generation Month** through holding your own local event or awareness-building activity. However, all events commemorating **Sandwich Generation Month** or utilizing **Sandwich Generation Month** name, logos or materials must be registered at www.SandwichGenerationMonth.com.

QUESTIONS?

Please do not hesitate to contact the **Sandwich Generation Month** administrative, marketing and website sponsor, **GRISWOLD SPECIAL CARE**, through the **Sandwich Generation Month** website at www.SandwichGenerationMonth.com. You may also call the corporate headquarters of **GRISWOLD SPECIAL CARE** at 215.402.0200.



National Sponsors



Since it was founded in 1982, **GRISWOLD SPECIAL CARE** has continued its mission to maintain the dignity, comfort, safety, independence, well-being and happiness of its Clients. The company has 90 offices located in 17 states as well as operations in South Korea and Mexico. Caregivers referred by **GRISWOLD SPECIAL CARE** have a wide range of professional experience caring for older individuals, people recovering from illness and surgery, and those living with conditions such as Arthritis, Alzheimer's disease, Multiple Sclerosis, ALS (Lou Gehrig's disease), and Cancer. **GRISWOLD SPECIAL CARE** works with people living in their own homes as well as those who are living temporarily or permanently in facilities such as nursing homes, hospitals or assisted living residences. Services are available on an hourly, overnight or live-in basis, 24 hours per day, seven days a week, including holidays.

For more information, visit www.GriswoldSpecialCare.com or call 215-402-0200.



Planning Your Event

Step 1

Design Your Activity or Event

Come up with an idea. Develop a plan. Imagine what sort of activity or event you would like to host. Will it be a simple commemorative craft display, a seminar at a local hospital or assisted living facility, or a golf tournament? Are you interested in hosting an open house? Or, do you have designs on a large street fair with vendors and booths?

Suggested Activities:

- Local golf tournament
- Seminar series covering topics relevant to multi-generational families
- 5k or 10k run
- A "Family Day" at a local museum or entertainment facility (such as a zoo)
- County multi-generational picnic day
- Charity/benefit walk (with funds supporting a designated, relevant organization or to provide respite care for local Sandwich Generation families)
- Public fair with educational booths, entertainment, food and fun
- **Chain of Love** display at a local mall, museum, hospital or other large facility - see the website for details, at www.SandwichGenerationMonth.com
- Host a display of the **Commemorative Quilt** (sponsored by **GRISWOLD SPECIAL CARE**) – see the website for details, at www.SandwichGenerationMonth.com

Most importantly, be creative and have fun when developing your activity or event!

Step Two:

Obtain Local Sponsors

First, prior to approaching any sponsor, ensure you are ready to answer their question of:

What's in it for us??

If you can adequately answer that question, you stand a very good chance of gaining a positive response to your sponsorship request!

When watching television or reading the newspaper, start to take note in your mind of the major events in your area, such as golf outings, charity walks, street fairs and concerts. Notice that all of those events have sponsors from the local community.

Sponsors are crucial, as they help:

- Defray costs
- Promote and publicize the event
- Bring in the target audience/participants
- Lend a bigger presence to your event
- Contribute through their own pre-established community relationships

For sponsorships, consider all of your needs. Make a list:

- Venue / Park space rental
- Tables, chairs
- Tents
- Food / beverages
- Advertising / publicity
- Equipment
- Music / Entertainment / Sound Systems
- Products and services for participants
- Other needs



Once you have determined what you need, make a list of who in your community can help provide for those needs:

- Venue / Park space rental – shopping malls, large parking lots (such as car dealerships), through monies acquired for paid sponsorships (more about that, below), etc.
- Tables, chairs – Local churches, community centers, rental companies
- Tents – tenting company, event companies
- Food / beverages – Grocers, water/soda distributors, food distributors (i.e., Sysco), event planners, restaurants, fast food companies, paid participants
- Advertising / publicity – local radio / TV stations, newspapers, magazines, print shops, copy shops, etc
- Products and services for participants – retailers, community vendors, manufacturers
- Other needs, through other major sponsors (perhaps, monetary support):
 - Healthcare organizations: hospitals, treatment centers, clinics, social work groups, medical societies, medical lodging facilities
 - Pharmaceutical companies and representatives
 - Individual physicians, practitioners, nurses, social workers, researchers and other medical professionals
 - Business, merchants and shopping malls
 - Libraries, civic and business organizations
 - Chambers of commerce, city organizations, volunteer firefighters
 - Support groups, survivor's groups, caregiver groups
 - Scout troops and youth groups
 - Churches and synagogues
 - TV, cable, radio stations; outdoor billboard companies, newspapers, magazines
 - Schools, PTAs, universities, fraternities, sororities
 - Military personnel

How may they sponsor or participate? Here are some suggestions:

- Monetary support in exchange for “headliner/major sponsor” status
- Promotions
- Displays
- Administrative costs
- Advertising, editorial coverage, free public service announcements
- Donate goods or services
- Lend space for the event
- Help with setup/takedown
- Provide space for posters/booths/tables to promote your event
- Provide volunteers

Step Three:

Contract/Reserve a Location

Your event may be held within any available space, depending on your goals, number of attendees and other such factors. Of course, if you utilize your own office, the cost of your event is greatly diminished. Otherwise, use the following criteria to select a location:

- Select a highly visible location
- Ensure the public can easily find the location (well-known place)
- Choose a location appropriate for the number of attendees
- Consider unusual yet sponsored locations, such as on hospital or treatment center grounds
- Provide shade or covering as appropriate
- Plan for adequate parking
- Choose a location that will work regardless of weather concerns (or tent for rain)
- Secure the location and ensure you acquire appropriate permits
- Verify whether you are required to have insurance coverage, such as a one-day rider to add to your existing policy



Step Four:

Organize and Plan Event Activities

Determine what your event will offer. Will it be a simple seminar? Will you have booths of local vendors and other activities? Is it a charity walk, with vendors providing water and snacks? Make a list of the events and activities you would like to have as part of your gathering.

Consider:

- Speakers: What message do you wish to present? Who within your community will draw a crowd and has experience in the realm of your event's theme?
- Choose a Theme: Is it a **Legacy Tree** planting? Are you planting trees to bring attention to heroes? Is there a central activity that establishes the theme?
- Consider honoring esteemed guests or local heroes in a ceremony.
- Serve refreshments or have ample food vendors on hand.
- Decorate with abandon and the theme in mind!
- Court the media: Two weeks prior to your event, send the first press releases as a reminder that your event is happening. One week prior, send the press release with a "Photo Opportunity" Media Advisory / Invitation for the Media to Attend. Three days prior to your event, call the media and invite them to come, reminding them of the date/time and purpose behind the event (such as to "Bring awareness to the benefit of home care, for the Client and families").

Step Five:

Publicize!

Beyond the media, turn to the following for additional promotions support, hanging or distribution of flyers, and other means of spreading the word about your event:

- Provide your Caregivers and staff with buttons or "tags", tee shirts or even imprinted scrubs to wear that promote your event.
- Assisted living facilities may be encouraged to use table tents or placemats on patients' food trays or on cafeteria trays announcing your event (as their sponsorship)
- Ask large employers to include your event flyer in their employees' paycheck envelopes or to distribute flyers you provide
- Ask grocery store managers if you may place a stack of fliers at each checkout counter
- Appoint someone to be in charge of placing flyers, banners and flags...then allow them a little time each day to do so.
- Ask a billboard company to allow you to use a billboard for free or give you a discounted rate.
- Ask local power companies and others to sponsor in exchange for printing your event details on the monthly customer statements/bills
- Host a table or booth at local shopping malls, grocery stores or a hospital (with their permission) to hand out flyers about your event and educate customers about your cause/purpose
- Ask local banks, arenas, malls and others with digital signs to display the message of your event, dates, times



Sample Support Letter

Please Note: This letter must be reformatted and adjusted to suit your needs, prior to use. Do not use "as is." Simply use this template to create personalized form letters on your own letterhead or stationary, by replacing highlighted material with information about your own event. Be sure to use only one of the salutations, matching that salutation number with the request number in the body text (color-coded here to make identification easier). Finally, follow up with a telephone call to affirm your request, about one week after mailing of the letter.

1. Dear Mayor/Governor/County Executive/City Council President
2. Dear Hospital/Assisted Living Facility/Other Facility PR Director
3. Dear Clergy
4. Dear Merchant
5. Dear Media Contact

During the month of July, **Sandwich Generation Month** will commemorate and celebrate the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents. **Sandwich Generation Month** is officially registered within the National Special Events Registry as an annual national observation, occurring each July 1-31. It is the goal of **Sandwich Generation Month** to heighten awareness of the special needs and community support available to those working so hard to maintain multi-generational families.

As the organizers of local **Sandwich Generation Month** events, we are encouraging everyone within our community to attend the activities to celebrate our area citizens dedicated to patiently caring for such extended families, and to make those families aware that a wide array of support is available. Our local event is a cooperative effort of **YOUR ORGANIZATION NAME** and **Sandwich Generation Month**, and is sponsored nationally by **GRISWOLD SPECIAL CARE**.

1. By proclaiming July Sandwich Generation Month in CITY/STATE,
2. By joining our celebration through sponsorship, providing a spokesperson or rallying volunteers to aid in event activities,
3. By discussing Sandwich Generation Month in your services prior to and during July, delivering a spiritually uplifting message to inspire members of your congregation whose lives are affected by the demands of caring for multiple generations, offering a special prayer, ringing bells in commemoration and by using Sandwich Generation family members as ushers and greeters during July,
4. By providing your support through (describe your specific need request, such as PAPER GOODS, FOOD, VOLUNTEERS, MONETARY SUPPORT, PRINTING, ETC.),
5. By making your READERS/VIEWERS/LISTENERS aware of Sandwich Generation Month activities (details enclosed),

you will become an important part of our community's celebration and commemoration of **Sandwich Generation Month**, as well as in raising awareness of the resources available to those who otherwise work so hard day after day to maintain a healthy, strong, happy, comfortable and independent family unit.

I have enclosed

1. A sample proclamation and detailed information regarding our event.
- 2, 3, 4. Detailed information about our event.
5. A press release, fact sheets, logos and PSAs.

For more information on how we can all show our support and aid families of the Sandwich Generation, please do not hesitate to call me at **PHONE**. Thank you for your consideration.

Sincerely,

NAME

Chairperson, **Sandwich Generation Month**
ORGANIZATION NAME

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!!



Sample Government Proclamation

*Please Note: To help promote **Sandwich Generation Month**, try to obtain a proclamation from your mayor or governor. Sometimes the mayor or governor is willing to attend the event and read the proclamation. If not, he or she may be willing to send an official designee. This sample proclamation may be used as a guide for drafting a proclamation designating the month of July **Sandwich Generation Month** in your area. This sample proclamation should be sent with the properly formatted and customized letter from page 9.*

WHEREAS, the “Sandwich Generation” is defined as those caring for their children as well as their own aging parents, and with (according to the Pew Research Center) just over 1 of every 8 Americans aged 40 to 60 both raising a child and caring for a parent, in addition to between 7 to 10 million adults caring for their aging parents from a long distance; and

WHEREAS, with the US Census Bureau statistics indicating that the number of older Americans aged 65 or older will double by the year 2030, to over 70 million; and

WHEREAS, the great [CITY/STATE/COUNTY of _____] has an active, productive Sandwich Generation population; and

WHEREAS, communities throughout the United States will be both commemorating and celebrating the month of July as a tribute to the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents; and

WHEREAS, on behalf of the people of the great [CITY/STATE/COUNTY of _____] I salute all members of the Sandwich Generation, those they care for, and those who support them;

NOW, THEREFORE, I [NAME OF GOVERNOR/MAYOR/COUNTY OR CITY EXECUTIVE] of [CITY/STATE/COUNTY of _____], do hereby proclaim observance of **SANDWICH GENERATION MONTH July [YEAR]** in [CITY/STATE/COUNTY of _____], and urge all citizens to join in this joyous celebration of families.

WITNESS MY HAND and the Official Seal of [CITY/STATE/COUNTY of _____], (GOVERNOR/MAYOR/COUNTY OR CITY EXECUTIVE’S SIGNATURE)

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!! Contact the appropriate office to determine the timeframe and preferred procedures for requesting the proclamation. Be sure to place a follow up telephone call to ensure receipt of the request and encourage action. Send a written letter of appreciation following the event.



Sample Letter to Editor

[DATE]

[NAME OF EDITOR]
[NAME OF PUBLICATION]
[ADDRESS]
[CITY, ST ZIP]

Dear (NAME OF EDITOR):

Sandwich Generation Month is the month of July [YEAR]. During this month, [CITY/TOWN] will commemorate and celebrate the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents. **Sandwich Generation Month** is officially registered within the National Special Events Registry as an annual national observation, occurring each July 1-31.

It is the goal of **Sandwich Generation Month** to heighten awareness of the special needs and community support available to those working so hard to maintain multi-generational families. Events will be held throughout the United States, including the [EVENT] organized by [YOUR ORGANIZATION NAME] here in [CITY/TOWN]. We want to invite everyone to our community's celebration.

As the organizers of local **Sandwich Generation Month** events, we are encouraging everyone within our community to attend the activities to celebrate our area citizens dedicated to patiently caring for such extended families, and to make those families aware that a wide array of support is available. Our local event is a cooperative effort of [YOUR ORGANIZATION NAME] and **Sandwich Generation Month**, and is sponsored nationally by **GRISWOLD SPECIAL CARE**.

For more information, call [YOUR LOCAL NUMBER].

Sincerely,
[NAME]
Chairperson, **Sandwich Generation Month**
[YOUR ORGANIZATION NAME]
[CONTACT INFORMATION]

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!!



Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: [NAME]
[ORGANIZATION]
[PHONE] / [EMAIL]

CELEBRATE SANDWICH GENERATION MONTH JULY [YEAR]

[CITY, STATE] – Join our community during **Sandwich Generation Month** in July [YEAR], to commemorate and celebrate the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents. **Sandwich Generation Month** is officially registered within the National Special Events Registry as an annual national observation, occurring each July 1-31.

Events will be held throughout the United States, including the [EVENT] organized by [YOUR ORGANIZATION NAME] here in [CITY/TOWN]. The public is invited to participate in the events and celebration.

“This event will bring the community and families together to heighten awareness of the special needs of the Sandwich Generation, as well as to spotlight community support available to those working so hard to maintain multi-generational families,” says [NAME], **Sandwich Generation Month** coordinator for [ORGANIZATION]. “We will also celebrate the hard work, compassion, patience and dedication of the Sandwich Generation members, those actively providing care for both children and their aging parents.”

In [CITY/COUNTY], we will celebrate with [DESCRIPTION OF LOCAL ACTIVITIES]. This local event is part of commemorations across the United States coordinated by **Sandwich Generation Month** and sponsored by **GRISWOLD SPECIAL CARE** (see www.GriswoldSpecialCare.com for more information about **GRISWOLD SPECIAL CARE**).

According to the Pew Research Center, just over 1 of every 8 Americans aged 40 to 60 is both raising a child and caring for a parent, in addition to between 7 to 10 million adults caring for their aging parents from a long distance. US Census Bureau statistics indicate that the number of older Americans aged 65 or older will double by the year 2030, to over 70 million.

“Despite the everyday struggles and exhaustion associated with caring for children under age 21 and aging parents, members of the Sandwich Generation have gracefully continued their care of those closest to them,” says [COORDINATOR NAME]. “Many of these family caregivers are completely unaware of the support and options available to them, whether they need a break for hours or 24 hours per day, 7 days per week. It is time for communities to work together to aid in support and care of our aging population.”

Sandwich Generation Month originated from Philadelphia, Pennsylvania, our own nation’s City of Independence. The commemoration is actively growing and catching on in communities coast-to-coast. Visit www.SandwichGenerationMonth.com for more information about **Sandwich Generation Month**.

This year’s **Sandwich Generation Month** celebration of families will be held in our community at

WHERE: [Specify exact location] on
WHEN: [Date, time, schedule of events including keynote speaker description]
PHOTO OPPORTUNITY: [List specific ideas for photos/live media coverage]

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!!



Sample Media Advisory

MEDIA ADVISORY

CONTACT: [NAME]
[ORGANIZATION]
[PHONE] / [EMAIL]

[ORGANIZATION] HOSTS SANDWICH GENERATION MONTH EVENT

WHO: Everyone is invited to join our community in celebration of **Sandwich Generation Month** to commemorate the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents.

WHY: According to the Pew Research Center, just over 1 of every 8 Americans aged 40 to 60 is both raising a child and caring for a parent, in addition to between 7 to 10 million adults caring for their aging parents from a long distance. US Census Bureau statistics indicate that the number of older Americans aged 65 or older will double by the year 2030, to over 70 million.

WHAT: The **Sandwich Generation Month** local event is part of an annual, national celebration of families held coast-to-coast in communities throughout the United States during the month of July. Participants unite in a symbolic event to honor the hard work, compassion, patience and dedication of the Sandwich Generation members, those actively providing care for both children and their aging parents. Additionally, the events heighten awareness of the special needs of Sandwich Generation members, as well as to spotlight community support available to those working so hard to maintain multi-generational families

WHEN: [DATE AND TIME]

WHERE: [LOCATION OF THE LOCAL EVENT, including address and directions]

LOCAL SPONSORS: [PARTICIPATING LOCAL ORGANIZATIONS AND SPONSORS]

NATIONAL CONTACT: National media may contact the national **Sandwich Generation Month** Official Administrative Sponsor, **GRISWOLD SPECIAL CARE**, at 215-402-0200 or via email at info@SandwichGenerationMonth.com.

NATIONAL SPONSOR: **GRISWOLD SPECIAL CARE** (www.GriswoldSpecialCare.com)

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!!



Sample P.S.A.s

CONTACT: [NAME]
[ORGANIZATION]
[PHONE] / [EMAIL]

PUBLIC SERVICE ANNOUNCEMENTS FOR SANDWICH GENERATION MONTH [DATE THE ANNOUNCEMENT MAY START] through [DATE THE ANNOUNCEMENT SHOULD STOP]

Approximate running time :15 seconds

1 in 8 Americans are part of the Sandwich Generation, raising a child while also caring for aging parents. Join us in celebration of these dedicated families as part of **Sandwich Generation Month** on [EVENT DATE]. Call [ORGANIZATION NAME] at [ORGANIZATION TELEPHONE] for details.

Approximate running time :30 seconds

The dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents—are an inspiration to all. Join [ORGANIZATION NAME] in celebration of these dedicated families as part of **Sandwich Generation Month**, with activities such as [NAME SEVERAL OF THE EVENT ACTIVITIES] on [EVENT DATE] at [EVENT LOCATION]. For more information, call [ORGANIZATION TELEPHONE].

Approximate running time :60 seconds

Currently, 1 in 8 Americans are part of the Sandwich Generation, raising a child while also caring for aging parents. US Census Bureau statistics indicate that the number of older Americans aged 65 or older will double by the year 2030, to over 70 million. In 2030, where will you be? Will your children be caring for you? Or, will you be faced with the everyday struggles of caring for your own aging parents while continuing to raise your children? **Sandwich Generation Month** is a commemoration and celebration of the dedication, patience and caring of adults who are part of the Sandwich Generation—those caring for their children as well as their own aging parents. More importantly, it is a celebration of families. Join [ORGANIZATION NAME] in celebration of these dedicated families as part of **Sandwich Generation Month**, with activities such as [NAME SEVERAL OF THE EVENT ACTIVITIES] on [EVENT DATE] at [EVENT LOCATION]. For more information, call [ORGANIZATION TELEPHONE]. This message brought to you by [STATION NAME/CALL LETTERS].

NOTE: Do not use in present form!! Retype to include only the appropriate information, local names and data!!