

SENIOR CITIZENS LAW DAY PROGRAM BLUEPRINT

*... a helpful resource containing instructions
and suggestions on how to present a successful
Senior Citizens Law Day Program.*



**The Senior Law Day Program is a project of the
Virginia State Bar Senior Lawyers Conference and
was designed by William T. Wilson, a former
Chairman of the Senior Lawyers Conference.**

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**or you may contact the
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at 804-775-0521**



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BLUEPRINT FOR PLANNING A SENIOR CITIZENS LAW DAY PROGRAM

The following step-by-step blueprint has been designed by the Virginia State Bar Senior Lawyers Conference to serve as a resource guide in the preparation and presentation of a Senior Citizens Law Day Program.

- **SELECT A PARTNER** – It is not necessary to have a cosponsored program, but partnerships offer benefits for everyone involved. The advantage would be a strong base of volunteer support, a large attendance base, and additional resources. Select a partner who is enthusiastic, ambitious and capable of enlightening those who are interested in the issues of senior citizens. Some of the most successful programs have collaborated with 1) a neighboring bar association; 2) church/civic organizations; 3) agencies such as the Department of Aging, Social Security, and social services; and 4) businesses such as health care/caregiver facilities and financial institutions. If you need assistance in locating a partner, please contact the Virginia State Bar at 804-775-0521.
- **SELECT A DATE AND TIME** – Timing is everything! Avoid scheduling conflicts with other events taking place in your community. The season of the year and inclement weather can impact attendance.
- **SELECTING A LOCATION** – Many facilities offer complimentary meeting spaces for programs. Community centers, libraries, courthouses, schools, churches and health care facilities would be ideal locations. The space should include handicapped accessibility, ample parking spaces close to the building, a centralized location and comfortable seating. Additional considerations should include media hookups and good microphones.
- **PREPARE AN AGENDA** – Consider limiting the duration of the program to either a morning or afternoon. Morning programs work especially well as the majority of people are more focused during that time of day. Include a short 15-minute break. Decide the length of time to be allocated to each topic on the agenda. (*see page 3*)

- PROGRAM TOPICS AND SPEAKERS – Solicit assistance from volunteer attorneys and other professionals to serve as speakers or panel members. Speakers should be people-oriented and eager to share information and answer questions from the audience. It goes without saying that the speakers should be knowledgeable professionals. Topic ideas may be gleaned from the *Senior Citizens Handbook* as well as other resources dealing with the elderly. The program should be designed to include information for caregivers and family members as well as the elderly. (see page 3)
- PROGRAM HANDOUTS – The *Senior Citizens Handbook* is an extremely valuable resource and is the bar's most sought after publication. If you wish to distribute the handbooks at your program, the Senior Lawyers Conference will provide the handbooks, free of charge. To receive the handbooks, please contact the Virginia State Bar at (804) 775-0521 (email: davidson@vsb.org) and 1) let us know how many copies are required; 2) tell us the date of your program or date you wish to receive the handbooks; and 3) state where and to whom the handbooks are to be shipped. Local or government groups, banks and local civic organizations usually have free brochures/booklets which contain valuable resource information for the elderly.
- PROMOTE YOUR PROGRAM EARLY AND OFTEN – Plan ahead. Get your information out at least two months in advance of the program. Post flyers on bulletin boards, send faxes and emails, announce your program in newsletters, newspapers, and radio/TV public service messages. Press releases are an effective tool in promoting the program to the public and media.
- PROGRAM ARRANGEMENTS – The number of volunteers required to assist with the program depends on the size of your program. Greeters and attendants will be required to assist the attendees as necessary. If you opt to have refreshments, it will be necessary to recruit volunteers and delegate responsibilities, which include purchasing food, setting it out and serving it. Other volunteer jobs might include monitoring the audio-visual equipment, introducing and thanking speakers and coordinating with any press people who attend. Refreshments should include water in addition to other beverage offerings. You may wish to consider sugarless choices in addition to other assorted choices of food and drink.

SENIOR LAW DAY PROGRAM SAMPLE AGENDA
<bar association(s) or sponsor(s)>
<location>
<date and time>

- 9:00 a.m. Welcome and Opening Remarks
- 9:15 a.m. Do you need a Will and Living Trust?
- 9:45 a.m. Why you need Powers of Attorney and Advance Medical Directives (Living Wills)
- 10:15 a.m. Break
- 10:30 a.m. Paying for Long Term Care: Medicaid, Medicare, Veteran's Benefits and Long-Term Care Insurance
- 11:15 a.m. Medicaid and Medicare Part D: Prescription Drug Plans
- 12:00 p.m. Closing

SUGGESTIONS FOR PROGRAM TOPICS

- How to Choose the Right Nursing Home or Assisted Living Facility
- Do you need a Will and a Living Will Trust?
- Protecting Yourself against Fraud and Exploitation
- Reverse Mortgages
- Planning for the Future
- Medicaid Eligibility
- Medicare Part D: Prescription Drug Plans
- Paying for Long Term Care: Medicaid, Medicare, Veteran's Benefits and Long-Term Care Insurance

PRESS RELEASE
FOR IMMEDIATE RELEASE

Contact: (name)
(address)
(phone)
(fax Number)
(email)

name of bar association(s) or group(s) sponsoring Senior Citizens
Law Day Program

Will offer Senior Citizens Law Day Program

Your first paragraph must begin with these three elements: <city>, <state><date>
Make sure that you get right to the point in a concise and factual manner. Your opening sentence should contain information to grab the reader's attention. For example: The _____ Bar Association will hold a Senior Citizens Law Day, a program designed to provide the community information on key topics pertaining to elder law. Emphasize that the program is free to the public -- this is a huge selling point.

Answer the five W's of Who, What, When, Where, and Why in the press release:

WHO: Name Bar Association(s) or Group(s) who will be hosting the program. Who will benefit from the program? *Response:* the general public who are interested in the issues affecting senior citizens and their families.

WHAT: Describe the program—list speakers, mention topics, etc.

WHEN: Be sure to include the time and date (as well as the day of week).

WHERE: Be precise: include address as well as the name of the location (i.e. church, business, civic center, etc.).

WHY: To educate the public.

Sample press release to promote Senior Citizens Law Day

[Print on Sponsoring Bar Association Letterhead]

PRESS RELEASE

FOR IMMEDIATE RELEASE

Press Contact: John Q. Attorney (804) 555-1234

**Sunnyside Bar Association to Sponsor
Senior Citizens Law Day Program**

A Senior Citizens Law Day Program to provide information on issues of importance to the elderly, their family members and caretakers will be offered by the Sunnyside Bar Association on Saturday, Oct. 23, 2007, from 2 to 4 p.m. at the Sunnyside Public Library, 1016 Main Street in Sunnyside. The program is free and open to the public without charge. Registration is required.

Attendees will have an opportunity to purchase the *Senior Citizens Handbook* published by the Virginia State Bar and its Senior Lawyers Conference. The cost is \$3.

The program will include presentations by attorneys and professionals in elder care on advance directives (“living wills”), tips on how to select appropriate care for persons who need assistance, services available to the elderly in the Sunnyside area, and legal issues that affect senior citizens. The audience will have an opportunity to ask questions.

The program is cosponsored by the Sunnyside Area Agency on Aging, the Better Homes Nursing Home Association, and numerous other businesses that offer goods and services to the elderly.

Parking is available, and the library meeting room is wheelchair accessible.

For registration or more information, call (804) 555-2345.

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[Tips:

Adapt the release as necessary for your program. This release is fine for newspapers, radio, television and Web sites. Your media contacts will rewrite it for their format.

Mail or fax the release three weeks in advance.

Four days after mailing, follow up with your press contacts to confirm they received it, ask them to publish or announce it, and invite them to attend.

Keep the release to one page in length.

Note that there is a different contact number for registration than for the press. The person who works with the media may not be the one to field calls from the public.]

**VIRGINIA STATE BAR SENIOR LAWYERS CONFERENCE
SENIOR CITIZENS LAW DAY PROGRAM**

(Following your program, please complete and return to the address at the bottom of the page.)

Presented by (group/association(s)): _____

Contact Person: _____ Ph. #: _____ Email: _____

Location of Program: _____

Date of Program: _____ Time: _____ until _____

Your feedback is extremely important and will serve as a valuable resource for future programs. We would be very appreciative of receiving any program materials (i.e. agenda or handouts) that you would like to share with us. Please complete and return this brief questionnaire in the enclosed envelope. Your response is very important to us.

1. Approximately, how many attended the program? _____

2. How long was your program in terms of hours? _____

3. What topics did the speakers address? _____

4. Did you distribute copies of the *Senior Citizens Handbook*? _____

Other materials, if any, provided: _____

5. How was the program advertised? _____

6. Was the program well received? _____

7. Would you consider presenting this program in the future? _____

COMMENTS: _____

Contact Information:
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Senior Lawyers Conference
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