

Strengthening Our Impact Together

Turning membership into value



LeadingAge®

Today's Focus

- How your LeadingAge membership supports your work
 - Where to go when questions or challenges arise
 - How to get more value from your membership
-

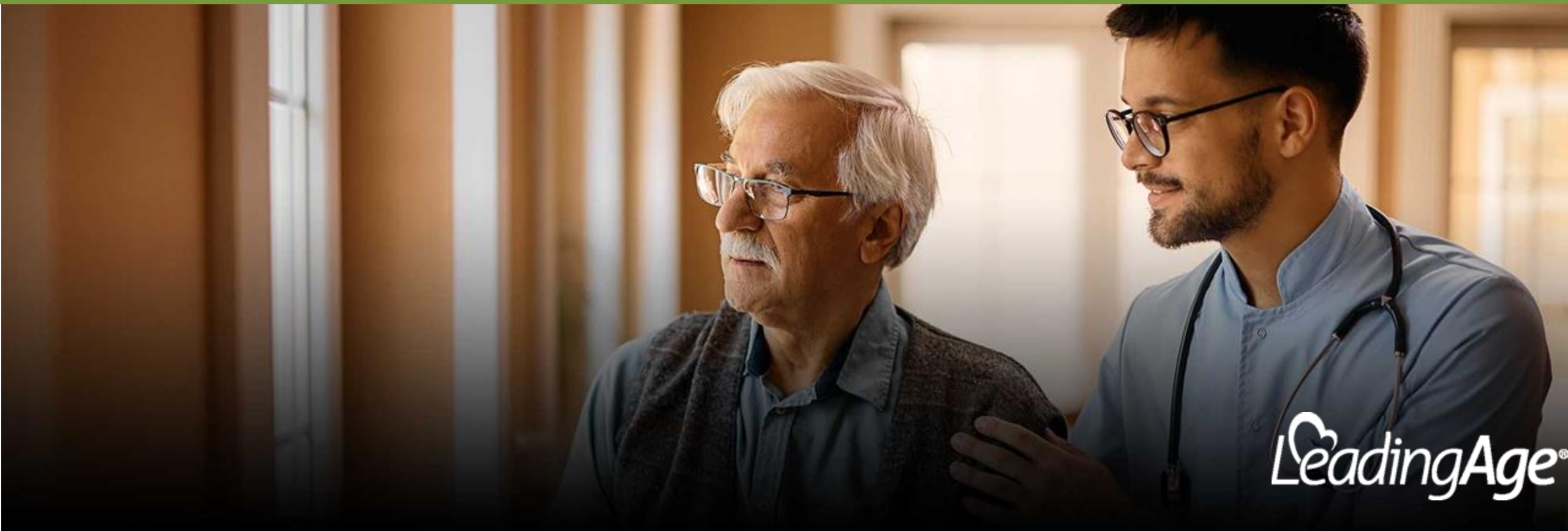
The Reality Check: What Members Face

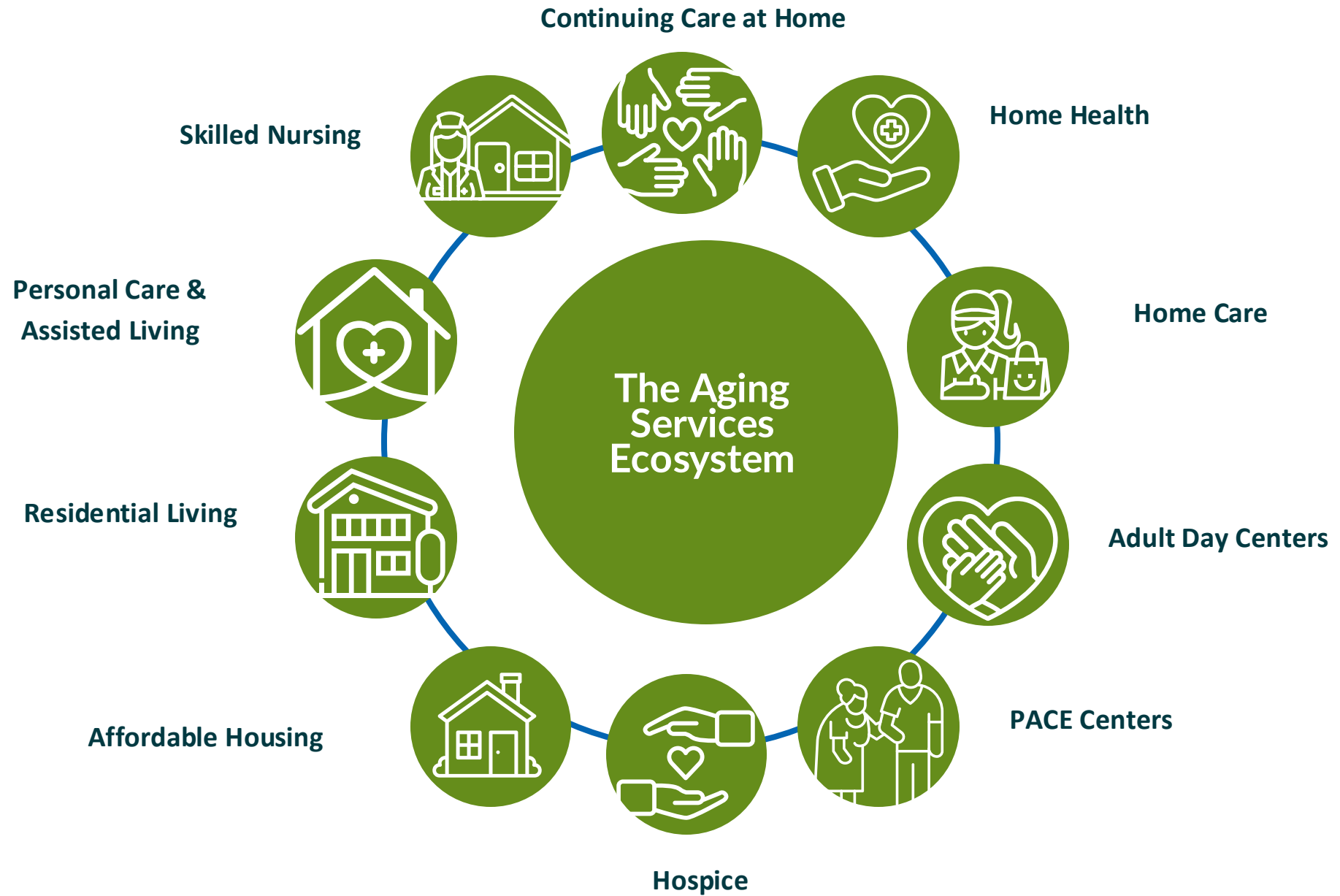
- Workforce shortages
 - Rural access
 - Reimbursement pressure
 - Regulatory overload
 - Leadership burnout
 - Feeling isolated professionally
-

Interactive Discussion

What keeps you up at night?

Who We Are — *And Why It Matters to You*





What does this mean??

- One membership. Support across the entire aging services continuum (36 state affiliates, 5,300+ members)
 - Insights shaped by providers in every setting and community
 - Coordinated national strength with the trusted state-level expertise
-

Affiliation Agreement



**We strengthen our
associations with a clear
and collaborative state-
national partnership.**

We are stronger together.

Your National Member Benefits



LeadingAge®



Advocacy That Works For You

- Builds and maintains trusted relationships to influence federal aging services policy
- Educates policymakers and regulators on the real-world realities you face
- Advances policies that support aging service providers — and the people they serve

Action Alerts— Making Advocacy Easy

- Timely alerts when policy decisions need your voice
- Simple tools to contact lawmakers in minutes—not hours
- Customizable messages that let you speak authentically without starting from scratch



Compose Your Message

- US Senators
- US Representative

Subject

Support Immigration Support Immigration Worl

Message Body

Please add your own story about this issue to personalize your message

I write to urge you to support immigration-focused policy solutions that strengthen the aging services workforce and ensure access to quality care and services for older adults. The United States is facing a demographic shift: the population of older adults is growing rapidly, while the working-age population is shrinking. Immigrants, who already comprise nearly 30% of the direct care workforce nationwide, are valuable contributors to the aging services sector. At

Enter Your Info

Your Information

Prefix *

First Name *

Last Name *

Email *

☐ Yes, sign me up to receive text alerts

By providing your mobile number, you agree to receive periodic call to action text messages from LeadingAge. Message and data rates may apply. Reply HELP for help. Reply STOP to unsubscribe. Message frequency varies. [Privacy Policy](#)

Mobile Number

Home Information

Street Address *

ZIP Code *

Enter Zip for **City** and **State**

Organization

Company

Other Information

Provider type

-- Please select --

☒ Yes, sign me up to receive email updates and action alerts from LeadingAge

☒ Remember me

Send Message

Navigating the Regulatory Landscape

- Plain-language guidance on regulatory changes that affect your operations
- Clear compliance updates you can act on- without digging through dense regulations
- Expert technical support to help reduce risk and save time

- Weekly federal policy briefings led by LeadingAge experts
- Real-time analysis of legislative and regulatory developments
- Clear, actionable takeaways for aging services providers





Education That Empowers

- Practical education aligned with today's aging services challenges
- Learning opportunities for staff at every level of the organization
- Flexible formats designed to fit busy teams

[About the Hub](#)[Questions?](#)[Content Library](#)[Shopping Cart](#)

Expert-Led Education at Your Fingertips

The Learning Hub offers a mix of learning opportunities across a wide range of topics to give aging services professionals the ability to choose the level of investment and pace of learning that fits their schedule and budget.

Content Library



Sort by ▾

✓ Topic Filters

[Advocacy](#)

[Affordable Housing](#)

[Ageism](#)

[Continuing Care at Home](#)

[Dementia](#)

[Design](#)

[Dining](#)



Hospice Audits: Surviving Enhanced Enforcement

Live Event

A two-part webinar to equip providers with proven strategies, practical tip...



Putting AI to Work in Aging Services

Live Event

Moving from individual experimentation with generative AI to more intention...



Embracing Dementia Inclusion

Live Event

This shared learning series is designed to help LeadingAge members create m...

Developing Today's Leaders for Tomorrow's Aging Services

- Leadership development programs designed for aging services
- Support for emerging leaders and seasoned executives
- Resources that strength leadership pipelines and workforce retention



LeadingAge Conferences— Where Knowledge Meets Community

- Hear what's working right now from peers who understand your challenges
- Build lasting relationships that extend beyond the conference
- Create space to step back, reflect, and focus in strategy

LeadingAge Conferences— Where Knowledge Meets Community

June 9-10, 2026
virtual



Oct. 25-28, 2026
in Philadelphia

Member Networks That Solves Real Problems

- Connect directly with peers facing the same challenges
- Gain practical, real-world insights
- Take part in conversations guided by the LeadingAge experts
- Build connections across roles, setting, and communities



Networking Opportunities



Member Networks

- Adult Day and Home & Community Based Services
- Assisted Living
- Continuing Care at Home
- Home Care
- Home Health
- Hospice
- Housing
- Leaders of Color
- Life Plan Community
- Managed Care
- Nursing Home
- PACE
- Quality & Risk Management
- Rural Providers
- Technology



Peer Groups

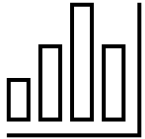
- Activities Directors
- Directors of Nursing
- Facilities
- Finance/CFOs
- Human Resources
- LGBTQ+
- Next Gen Professionals
- Philanthropy
- Rural Providers
- Single Site Life Plan Community
- Social Work
- Technology
- Workforce



Advisory Groups

- CAST Commission
- UNCF
- Clinical

Tools that Help You Move from Insight to Action



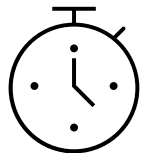
Data, benchmarks, and dashboards to inform decisions and set priorities



Practical tools that support quality improvement, compliance, and risk management



Resources shaped by providers and validated by sector experts



Tools designed to save time by reducing complexity—not adding to it

Strategic Partnership That Save Time and Money

- Vetted business solutions aligned with aging services
- Cost-saving, efficiency-focused benefits
- Trusted partners curated by LeadingAge



Smarter Technology Decisions—Without Guesswork

- Practical guidance on technology for aging services
- Trusted insights from providers, experts, and innovators
- Tools to evaluate, adopt, and use technology effectively

LTSS Center: Insight That Informs Decisions

- Trusted research that helps organizations prepare for what's ahead
- Data analysis to support planning, advocacy, and decision-making
- Clear insight into the policies and financing shaping long-term care



Making Your Membership Work For You

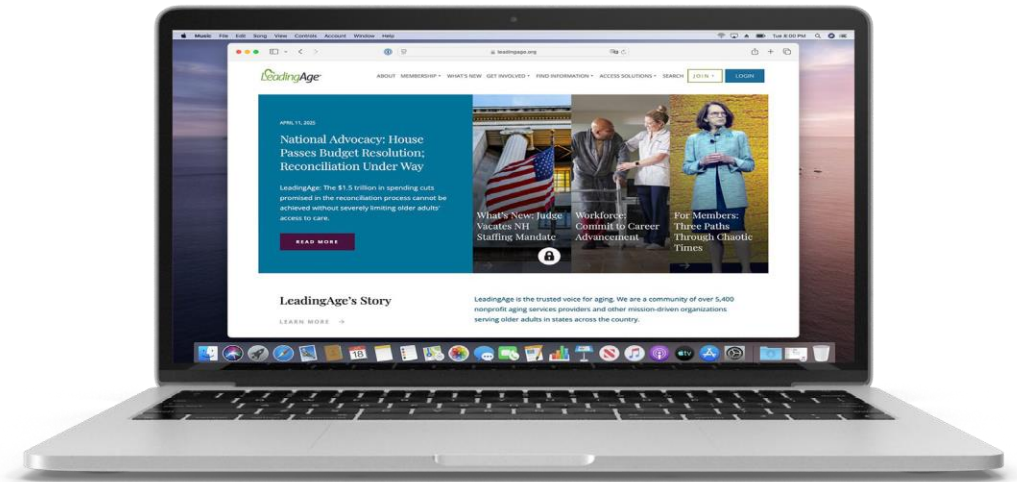
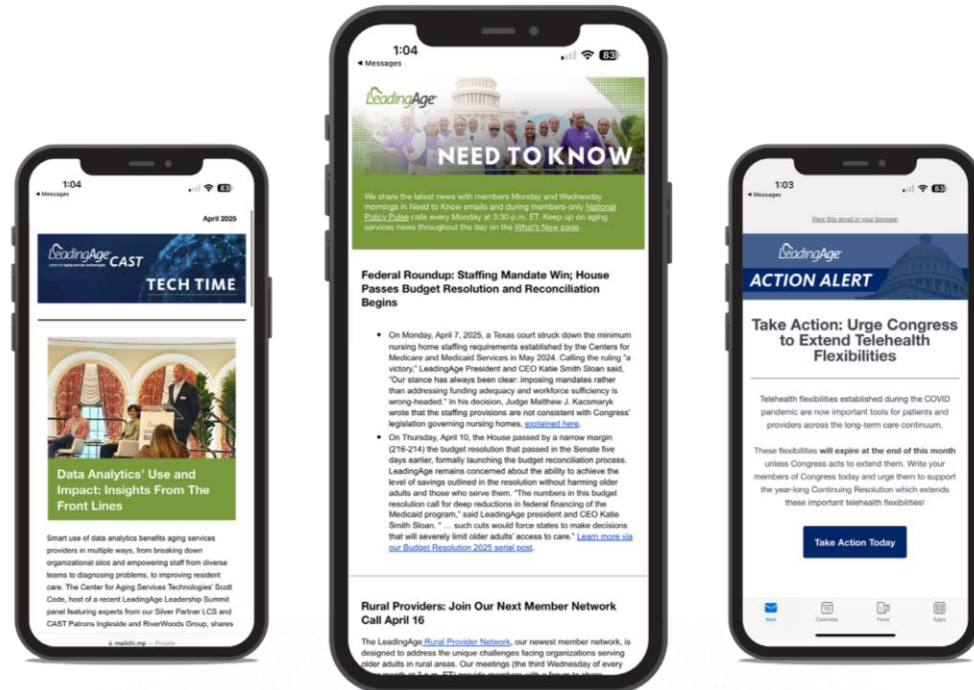
Simple ways to stay informed, connected, and supported



Timely Information. Trusted Resources.

Email Newsletters & Alerts

- *Need to Know*- concise updates on what's changing and why it matters
- Monthly member updates
- Optional deep dives by topic

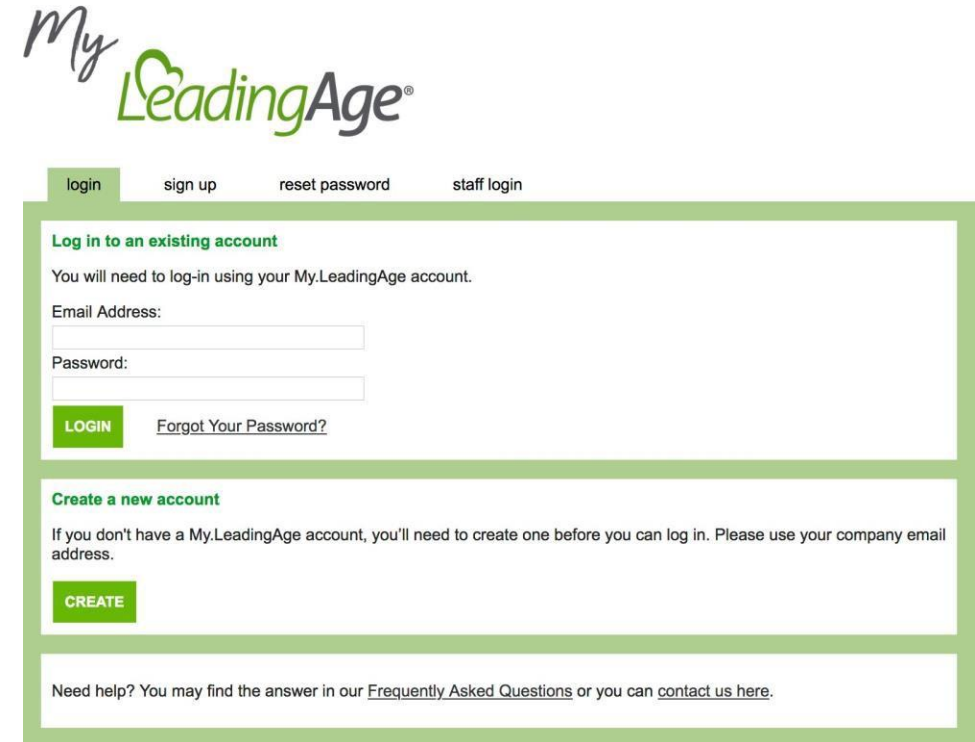


LeadingAge.Org

- Central access to news, analysis, tools, and education

Creating Your My LeadingAge Account

- Visit Community.LeadingAge.org
- Click “Create an Account”
- Use your **work email** to register
- Complete your profile to unlock member-only content
- Manage email preferences and subscriptions anytime



The screenshot shows the My LeadingAge website interface. At the top is the logo "My LeadingAge®". Below it is a navigation bar with links: "login", "sign up", "reset password", and "staff login". The main content area is divided into two sections. The first section, titled "Log in to an existing account", contains the text "You will need to log-in using your My.LeadingAge account." followed by input fields for "Email Address:" and "Password:". Below these fields are a green "LOGIN" button and a link "Forgot Your Password?". The second section, titled "Create a new account", contains the text "If you don't have a My.LeadingAge account, you'll need to create one before you can log in. Please use your company email address." followed by a green "CREATE" button. At the bottom of the page, there is a footer area with the text "Need help? You may find the answer in our [Frequently Asked Questions](#) or you can [contact us here](#)."

Put Your Membership to Work

- **Learn in ways that fit your schedule**
Attend webinars and in-person events
- **Use the experts**
Reach out to staff for guidance, resources and issue-specific support
- **Make it personal**
Customize your preferences so you receive the information that matters the most to you
- **Engage with your peers**
Join member networks and peer groups
- **Stay informed and ahead**
Read the communications, action alerts, and policy updates that impact your work

Interactive Discussion

What is ONE idea, strategy, or solution your organization can share today that might help another WLTC/LeadingAge member organization facing a similar challenge?

Your Connection to LeadingAge



Amanda Marr
Vice President, Recruitment and Retention

amarr@leadingage.org



Thank You!

