



THANK YOU

FOR MAKING AGE INCLUSIVITY A TOP PRIORITY

Signing the AARP Employer Pledge is an important step. By doing so, you have publicly acknowledged the value of older workers as an important part of an intergenerational workforce and signaled your commitment to developing an age-inclusive workforce.

There are many practical ways you can build or enhance age inclusivity within your company culture. To help you get started, we've laid out a number of steps you can take, from quick and simple actions to more in-depth solutions. Consider this a menu of options—you can choose from the ideas that work best for your organization.

MAKING IT REAL WITH 2 IN 2

To show your commitment, we'd like to encourage you to take **two actions within the next two years**. It's something we think you'll find both doable and rewarding. Look through the suggestions on the following pages—they range from immediate steps you can take, to more in-depth solutions your company can implement. If you'd like help getting started or following through on one of our suggestions, just contact us at employerpledge@aarp.org, and we'll be happy to help.

We'd also love to hear from you as you put these ideas into action. Use the form on the last page to list the steps you've taken, as well as your thoughts about their effect on your organization's culture. Something that works for your company could work for others. Let us know how you're doing. We'd love to spread the news.

LEVEL 1

The simple way to get things going

The first step is to add the **Pledge Signer Seal** to your careers website, recruiting materials and infonet. It's something we ask everyone in the program to do. Download the seal and view Terms & Conditions here: aarp.org/epptoolkit.



- **Send a press release to announce your adoption of the Pledge.**
 - Request a sample template by emailing employerpledge@aarp.org.
- **Share your commitment to age inclusivity as a Pledge Signer to your followers on social media.**
 - Leverage sample copy from the Media Kit.
- **Announce your adoption of the Pledge in a newsletter to customers, clients and employees.**
 - Leverage sample copy from the Media Kit.
- **Join our private LinkedIn Group exclusively for Pledge Signers and ask questions, share stories and exchange best practices.**
 - Request to [join here](#).
- **Review your job descriptions and recruiting materials to ensure they don't include qualifications or language that discourages experienced workers from applying.**
 - Remove phrases hiring managers may use that could hint at bias (e.g., digital native, young, fresh, recent grad, etc.). For a complete list, contact us at employerpledge@aarp.org.
 - Incorporate language in your recruitment materials that states workers of all ages are encouraged to apply.
 - Don't require date of birth or dates of graduation as part of your application process.
 - Don't ask for past salary history, which may contribute to a bias against experienced workers and gender pay inequality. Better yet post salary ranges for all your job postings.
- **Request—or download and print—free copies of our employee tipsheets on topics ranging from Social Security and Medicare to Retirement Savings and Caregiving.**

Visit aarp.org/epptoolkit to get access to these resources.

LEVEL 2

Ready to take it up a notch?

Here are a few simple ways to further your commitment to an age-inclusive workforce.

- **Post jobs on the AARP Job Board—Pledge Signers get discounts!**
 - ❑ View our pricing packages here: jobs.aarp.org/employers.
 - ❑ Participate in our annual Online Career Expos—free to Pledge Signers—to learn more contact us at employerpledge@aarp.org.
- **Update your employer brand materials to reflect an age-inclusive workforce.**
 - ❑ Ideas include updating imagery and text, profiling older employees and including stories of the age-inclusive nature of your workforce.
- **Conduct a review of benefit offerings to make sure they serve workers of all ages.**
- **Include age as an element in your Diversity & Inclusion strategies.**
 - ❑ Add age-inclusive language to your D&I policies and practices.
 - ❑ Add age-inclusive language to your website under company culture. Leverage sample copy from the Media Kit.
 - ❑ Include age in all D&I trainings for managers and employees—for sample slides or materials to include, contact us at employerpledge@aarp.org.
 - ❑ Write about the work you are doing to create an age-inclusive workforce on your company blog. Better yet, invite employees of all ages to tell their stories.
- **Volunteer to participate in our research and surveys.**
 - ❑ Take the AARP Caregiving Benchmark Survey (employercaregivingtoolkit.org/survey) to learn how you compare to other organizations providing support to their working family caregivers.
 - ❑ Email Heather Tinsley-Fix at htinsley-fix@aarp.org to indicate your interest in being included in future surveys.
- **Create intergenerational or experienced worker Employee Resource Groups (ERGs).**
- **Contact your AARP state office to learn more about opportunities to get involved on the local level.**
 - ❑ Visit aarp.org/states to learn more.

Visit aarp.org/epptoolkit to get access to these resources.

LEVEL 3

Maximize your commitment

Become an elite supporter of age inclusivity through powerful programs and building awareness. For help or to learn more about any of these options, contact us at employerpledge@aarp.org.

- Conduct a company-wide age discrimination workshop or Lunch & Learn to address blind spots in the work space.
- Set up a career reentry program to welcome experienced professionals who've taken an extended leave from the workforce.
- Create a mentoring program that connects younger and experienced workers.
- Build mixed-age teams where possible, and devise ways to evaluate and get feedback on how they perform.
- Invite your retirees or seasoned professionals from outside the organization to participate in a specific initiative or on a project-by-project basis.
- Establish systems to assess the cumulative contribution of age diverse and inclusive teams on the organization's performance, retention, etc.
- Support legislative reforms to strengthen legal protections.
- Build flexible options—flextime, telecommuting, phased retirement, part-time work—for retaining experienced workers (as well as caregivers of all ages) as part of your talent-management strategy.

BUILDING AGE INCLUSIVITY

Share what you learn so others can benefit.

Email us at employerpledge@aarp.org.

COMPANY NAME: _____

PLEDGE POINT OF CONTACT: _____

NAME: _____

TITLE: _____

EMAIL: _____

ACTIONS WE ARE TAKING:

WHAT WE'VE LEARNED:
