



Administrator: Mabel T. Caverly Senior Center
911 W. 8th Avenue, Ste 104
Anchorage, AK 99501
907-276-1496
www.anchorageseniorfriendly.org
asfp@mabeltcaverly.org

Letter from the Executive Director

Dear Community Member:

Mabel T. Caverly Senior Center and Services (MTC) is pleased to introduce the Anchorage Senior Friendly Project (ASFP), our newest program. I invite you to become a valued member or sponsor. After five-plus years of planning by the Municipality of Anchorage Senior Citizens Advisory Commission and the Older Persons Action Group, this exciting and worthwhile program has launched with MTC as the Project Administrator. Its impact on businesses and seniors will be amazing.

The **Mission Statement** of the Anchorage Senior Friendly Project is "Businesses, Seniors, and Community-- working together to build a Common Unity." This will be accomplished by helping local businesses benefit from an ever-growing senior market.

Currently, retired Alaskans bring into the state an estimated \$1.46 billion annually. Tourists and baby boomers will continue to expand the senior market in the future. The local business environment is primed to tap into this market. It's a win-win situation for everyone in Anchorage. We even have Anchorage Mayor Ethan Berkowitz's personal endorsement (page 6).

When a study was conducted of seniors in Anchorage, the results indicated a significant need for: more handicapped access, better lighting, wider aisles, large print signs, places to sit and rest and working electric carts (where appropriate).

Our purpose in contacting you is to offer a **wider consumer market** by becoming a senior-friendly member. This type of program already exists in the lower 48, Canada and Europe. These programs have received wide acclaim for their success.

What a great opportunity for your business to help our community and our senior population. And, at the same time **receive added exposure** - possibly a whole new market for your products or services! Become a certified Anchorage Senior Friendly Project member, or consider becoming a SPONSOR. Benefits of all levels are outlined on the next pages.

We hope you will consider the wonderful opportunities and become a valued participant in the Anchorage Senior Friendly Project.

Warmly,

Denise L. Knapp
Executive Director
Mabel T. Caverly Senior Center
ASFP Project Administrator

Enclosures: Exclusive Benefit Levels, Certification Process, Project Guidelines, Application, Mayor's Endorsement



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Exclusive Benefit Levels

Platinum Sponsor

Your \$5,000 Donation
Earns You
(a \$13,950 Value)

- Business Membership as defined to the right at no additional cost
- Featured Brochure – logo placement
- Featured MTC internal Van placement
- Endorsement on the Mabel T. Caverly Website
- Recognition and placement of your Banner at all MTC fundraising events.
- Recognition on New Marketing Collateral
- One-Year MTC Newsletter Advertising – 1/6 page
- Mention in Senior Friendly article in Senior Voice & on Website
- Recognition on the ASFP Website

Gold Sponsor

Your \$3,000 Donation
Earns You
(a \$7,500 Value)

- Business Membership as defined to the right at no additional cost
- Featured Brochure - logo placement
- Nine months MTC newsletter Advertising – 1/6 page)
- Mention in Senior Friendly article in Senior Voice & on Website
- Recognition on the ASFP Website

Silver Sponsor

Your \$1,000 Donation
Earns You
(a \$2,700 Value)

- Business Membership as defined to the right at no additional cost
- Nine months MTC newsletter advertising – (1/10 page enhanced business card size) & MTC website
- Mention in Senior Friendly article in Senior Voice & on website
- Recognition on the ASFP website

Business Membership

Your Annual Fee
Earns You
(a \$1,100 Value)

- Initial PR Release and recognition in the Senior Voice newspaper & on their website
- Initial PR Release and Recognition in MTC monthly newsletter & on the website
- Recognition on ALL press releases
- Six months of MTC newsletter advertising (business-card size)
- Certificate suitable for framing
- Decal for your front entrance

Become a Sponsor and/or Member Today!



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Join Us Today! Here's How

APPLICATION

Complete our Application. Select your Sponsorship level or Business Membership choice. Please include your fees and any sponsorship donation. You agree to complete a questionnaire, as well as on-site visits by the Anchorage Senior Friendly Project team, if deemed necessary.

INITIAL EVALUATION

You are provided in advance some general guidelines and questionnaire on what will qualify you as a senior-friendly business.

Our goal is to educate businesses about the Senior Friendly Project concept. We want to support local businesses in providing exceptional senior-friendly customer service within nationally-accepted and sensible guidelines. Training will be scheduled, if determined to be appropriate, to provide you and your staff with the necessary exposure to understand:

- Aging and the challenges our senior community faces as consumers.
- Anchorage demographics.
- Diversity in the aging experience.
- Economic advantages in catering to older consumers.
- Needs of senior consumers, their support, and their referral network.

CERTIFICATION

Upon certification you will receive:

- Certification Letter and ASFP Certificate suitable for framing and display.
- Our standard community news release ready for your customization.
- ASFP window decal.
- Article mention in the Senior Voice and placement on the Senior Voice and Mabel T. Caverly Senior Center websites.
 - Recognition in MTC monthly newsletters to over 2,000 other businesses, individuals, churches, AEDC, the Chamber of Commerce, Mayor's Office, Senior Centers and related facilities throughout the Municipality of Anchorage and Mat-Su Borough.
- Additional benefits defined on the Membership Benefits page.

RENEWAL AND RECERTIFICATION. Your membership **may be renewed annually by email**. There is a 5% discount for a longer term; i.e., 3, 4 or 5 years. You also have the option to upgrade. We offer continuing education or Secret Shopper service on request for a nominal charge. Results from periodic surveys are shared with you to improve your customer service and program features, if applicable.



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Anchorage Senior Friendly Project (ASFP) Guidelines

The ASFP goal is to improve access and equality of service for older consumers. This will be accomplished by helping local businesses improve their business environment through addressing the need for senior-friendly features and benefits. Based on senior shopping experience surveys the Project has established these guidelines to assist businesses in better serving Anchorage's growing senior community. (Some items may not apply to your particular business or service; e.g, a professional office would not have the same issues as a retail store). Not all items below are a requirement for membership.

ENVIRONMENT (when appropriate)

- Store layout is practical and easy to maneuver.
- Aisles are wide enough for a special-needs senior and other person to shop for similar items at the same time.
- Appropriate music and loudness.
- Good inside lighting.
- Electric carts in good working order, where applicable.
- Automatic entrance doors when appropriate (as required by law).
- Exterior of store is kept safe, well lit and is welcoming.
- Senior parking spaces.
- Handicap accessibility through elevators or ramps when business is located on second floor.

MERCHANDISING (when appropriate)

- Well-defined and readable overhead signage.
- Senior-oriented products easily found and within reach.
- Sale items clearly marked in larger print.
- Age/gender for items noted.

CONVENIENCE (when appropriate)

- Places to sit and rest conveniently located throughout the location.
- Accessible and clean bathrooms.
- Store coupons and copies of advertising flyers that are easy to read.
- Personal shoppers or staff trained to assist the senior consumer or client.
- Blood pressure/health information center.
- Community bulletin boards at a readable height for wheelchairs.

CUSTOMER SERVICE (where applicable)

- Sufficient staff for the size and number of consumers.
- Convenient checkout counters.
- Senior and handicapped checkout counters, where appropriate.
- Positive, courteous, knowledgeable and pleasant staff.
- Personal shoppers on staff, where appropriate.
- Advance order processing.
- Delivery service on request.



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Anchorage Senior Friendly Project Membership Application

Sponsorship/Membership Level Platinum Sponsor Gold Sponsor Silver Sponsor General Membership
(All sponsorships include a General Membership at no additional cost.)

Name of Business or Organization _____

Mailing Address: _____

City _____ State _____ Zip _____

Physical Address: _____

City _____ State _____ Zip _____

Main and/or Contact Telephone: _____ Website (if applicable): _____

Authorized Representative: _____

Title _____ Telephone _____ Email _____

- I have reviewed the information for the Anchorage Senior Friendly Project and wish to become a member.
- I understand that to receive certification, my business or organization must meet certain criteria and be evaluated by the Anchorage Senior Friendly Project team. The evaluation and follow-up will be scheduled and administered by Mabel T. Caverly Senior Center staff. If I change my mind or am not approved, my membership fee will be returned in full.
- I understand that once approved, employees and staff of my business will receive initial education and training on senior friendly techniques, where deemed necessary. I commit to this training when applicable.
- I agree to maintain the standards for the Project during the course of my membership.

Signature

Title

Printed Name

Date

The Annual Fee Schedule is based on the number of full-time employees: A non-profit organization receives a 10% discount.

1 – 10: \$325.00	11 – 75: \$465.00	74– 200: \$580.00	201+ \$685.00
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Municipality of Anchorage

Office of the Mayor

Ethan Berkowitz, Mayor

Mabel T. Caverly Senior Center & Services
911 W. 8th Avenue, Suite 104
Anchorage, AK 99501-3340

To Whom It May Concern:

As Mayor of Anchorage, I support the Senior Friendly Business Campaign, a joint effort of the Municipality's Senior Citizens Advisory Commission, Older Persons Action Group, and the University of Alaska's Human Service Department. The campaign aims to increase the quality of life for senior consumers in Anchorage by increasing awareness of their needs, improving access to quality business services, and mitigating the effects of ageism in the industry.

Seniors, as consumers, are major contributors to city and state economies. As Anchorage's population ages, this contribution will only grow. The Senior Friendly Business campaign will seek to educate businesses on how to better serve the elder market, provide opportunities to improve customer service and access, and increase business visibility in the senior community.

I hope that business owners and community leaders will choose to be part of an initiative that will address the needs of this growing consumer population. I am looking forward to helping create a community that promotes a local business atmosphere which celebrates and enhances Anchorage seniors' quality of life.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ethan Berkowitz'.

Ethan Berkowitz

Mayor