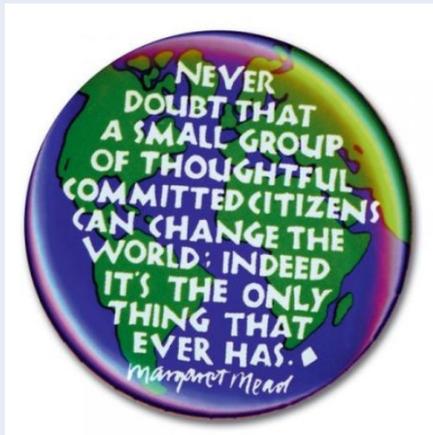


OCTOBER 2022



## THE POWER OF OPTIMISM

I'm an idealist. A true optimist through and through. I have difficulty seeing the worst in others. I believe in the power of perseverance. I believe justice will prevail.

This optimism doesn't mean that I'm naïve. I know nonprofits can't solve all the world's problems, and not all nonprofits actually move the needle. Like any other business, there are successes and there are failures. There is honesty and there is dishonesty. There are good years and there are rough patches.

Most nonprofits thrive due to active participation of volunteers, including board members, who have passion for the mission. Volunteers are the ultimate idealists. They contribute to the world through small actions. It might be saving the environment using metal straws or reusable shopping bags; feeding the hungry by stocking pantry shelves or delivering a meal; caring for older adults by driving to a medical appointment or raking leaves in the fall. It doesn't have to be big or grand to matter.

But changing the world isn't done by any one person even if your name is Gandhi or Rosa Parks. It's done by individual actions, every day, on all sorts of projects, big and small. Moreover, you don't always know the ultimate results of your efforts. I don't believe that Elbert Cole and the initial exploratory committee he formed imagined their ideas would grow into a unified network. They believed passionately in a vision and worked to make it a reality.

When we come together through the Shepherd's Centers Network to support older adults to live healthier, happier, and more connected lives, the people we serve and our individual agencies benefit. Our combined efforts result in better programs, better education, better practices, better awareness—all of which help us reach more older adults so that they can thrive in the community.

I'm an absolute idealist about the spirit of volunteerism. I'm even more idealistic about the power of our network and volunteers to change the world. Maybe in a world with so much hatred filling the news, a pair of rose-colored glasses and a heart full of good intentions aren't the worst things. Because of your commitment and that of volunteers across the network, I have no doubt we are contributing to the world and making a difference.

*Sarah Cheney*

## POWER OF LEARNING

We just love seeing the many announcements and course catalogs circulating as centers prepare for Fall Adventures in Learning. The variety of options is inspiring and includes in-person, virtual, and hybrid sessions that ensure older adults are connecting in meaningful ways.

🧠 10 MORE DAYS UNTIL  
ADVENTURES IN LEARNING! 🏠



We wanted to highlight a few AIL brochures and interesting strategies centers are utilizing. **Shepherd's Center of Greenbrier Valley (WV)** has an [impressive brochure](#) describing classes at different locations. Take a closer look at their registration form. They offer assistance with transportation to and from classes as well as scholarships. Below this special assistance, they ask for donations. What a great reminder to show the use of donations to ensure more older adults have access to their great programming.

**Shepherd's Center of Greensboro (NC)** also asks for donations with AIL registration. They have received more than \$3,000 just this fall from this request. The average gift size is between \$25 and \$100. [Follow the links](#) for their catalog and their payment form with the donation option.

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## POSITIVE PRESSURE

Getting local media coverage for your Shepherd's Center can seem daunting. But, most of the news and information you see on TV or in the daily newspaper is generated by people just like you. They send information to the media via press releases and personal contact.

Check out these two great affiliate stories in the media:

- [LifeQuest of Arkansas and how they are honoring two outstanding volunteers](#)
- [Shepherd's Center of Chesterfield \(VA\) and how they help older adults faced with the challenge of no longer being able to drive](#)

To learn more about how you can gain press coverage for your Shepherd's Center, check out this [post](#) from Joan Garry. She outlines five steps to help busy nonprofit leaders establish and sustain a successful media strategy.

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## PROOF POSITIVE

Shepherd's Center of Hamilton County (IN) created a beautiful testimonial video with Jane. Jane shared that "Shepherd" says everything, as shepherds tend to their flock. She describes how the "Shepherd's Center tends to so many people and does so many things. They offer so much, and I don't even take advantage of the many services and programs." It's a strong marketing video highlighting the work of Shepherd's Center. [Watch](#) this 2 1/2 minute video for an unexpected ending strategy.



## POWER OF POSITIVE THINKING

A big part of our mission is to change the conversation about aging, moving away from negative stereotypes, generalizations, and ageist attitudes to embrace the positive, productive lifestyles of older adults. The words and images we use on our websites, newsletters, and conversations make a difference.



Advertisers are slowly beginning to show the character and value older adults have in our society. Read this [article](#) and click on the commercials to see how three global brands represent older adults. You'll enjoy the next 5 minutes!

## SOCIAL MEDIA IDEAS



During the social media webinar a few weeks ago, you asked for strategic ideas for posting on Facebook (and Instagram). We're happy to add to the monthly newsletter this resource section with a few suggestions. The hope is that these topics might be of interest to your audience and educate the public about what we do.

Be sure and follow other Shepherd's Centers pages and like each other's posts!

### On the Calendar

**Now:** Look for the October 27 webinar event on the SCA Facebook page and share it on your page to encourage your followers to participate and learn more about the book, "A Proven Experiment: A Shepherd's Center Story."

**10/13: Train Your Brain Day.** Share some brain teasers, word puzzles, or riddles that relate to your Shepherd's Center and get your supporters using their brains in a different way.

**10/16: Dictionary Day.** Help your readers define some of the jargon and ageist terms associated with our mission (e.g., ALL, senior, disabled). (Then stop using it in your communications)

**10/22: Make a Difference Day.** This is a day to encourage volunteers and community service. Offer a few ways volunteers can help and/or thank your volunteers for making a difference.

**10/31: Halloween.** Give us some insight into staff personalities and let us know what they will be for Halloween. Tell us what your favorite candy is. This can be a great time for lighter updates if your org deals with heavy topics.



- **Shepherd's Center of Hamilton County (IN)** received \$100,000 award from United Way's Basic Needs Fund which is designed to help vulnerable residents access food, housing, health care and transportation. They held their first gala event in September, exceeding their fundraising goal of \$95,000 net from the event. What a successful couple of months!
- **Shepherd's Center of Kansas City (KS)** is celebrating their 36<sup>th</sup> anniversary with a swing jazz concert. Congratulations on making a difference in your community!
- **Shepherd's Center of Kernersville (NC)** for being the first center to make a bulk purchase of the book, *A Proven Experiment: A Shepherd's Center Story*.
- **Shepherd's Center of Northern Virginia** for hosting a Pickleball Mixer and fundraiser. We can't wait to hear how it goes!
- All Shepherd's Centers in Florida, **Shepherd's Center of Orange Park, Shepherd's Center of South Brevard, and Shepherd's Center Beachside**, we are thinking about you in the wake of Ian.

**We are grateful for our sponsors!**



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