



Wider Opportunities for Women



Wisconsin Elder Economic Security Initiative™ *Joining the Initiative*

What is the Wisconsin Elder Economic Security Initiative (WiEESI)?

WiEESI is a coalition of diverse stakeholders that includes policymakers, advocates, direct services providers, researchers, elders, caregivers, baby boomers, philanthropists, media, public agencies and senior membership organizations with a commitment to supporting the well-being of elders and their families.

What does being a member of the Wisconsin EESI entail?

As a member, you will be asked to lend your expertise to the Elder Economic Security Initiative's efforts. At a minimum, this involves reviewing and providing feedback on the draft Elder Economic Security Standard™ Index. Upon completion of the Index, we encourage you to apply the Index to your own practices or engage in outreach with stakeholders in your community to adopt the Index, such as for policy development, service provision, advocacy or financial planning.

How can I play a more active role in the Wisconsin Elder Economic Security Initiative?

There are multiple opportunities to participate in the Elder Economic Security Initiative. *You are encouraged to assist the Initiative's efforts in the manner that best suits your schedule and work environment.* Members can offer their expertise in the following ways:

- Providing feedback on activities through e-mail, phone or in-person communication;
- Supporting and coordinating specific policy positions and/or a broad-based policy agenda developed together with the larger group around the Index that seeks to promote the economic well-being and support the autonomy goals of older adults; and
- Participating in a collaborative learning process by exchanging best practices and sharing information on the larger impact of the Initiative and how the Index is being incorporated into practice.

In addition, members are invited to join one of the following four sub-committees:

(1) Technical and Research Committee:

Members provide guidance on the tabulation of the Wisconsin Elder Economic Security Standard™ Index through a variety of activities, including:

- Collaborating with the national research partners to assure the Index fits the specific state context;
- Reviewing draft publications of the Index and the accompanying policy brief;
- Helping to assure the Index is appropriately updated to reflect current data and trends; and
- Brainstorming potential applications of the Index data to cutting edge research and evaluation efforts.



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(2) Marketing and Outreach Committee:

Members provide guidance on a variety of activities, including:

- Participating in planning to tailor the Initiative's messaging to various target audiences throughout the state;
- Assisting the Wisconsin Elder Economic Security Initiative Coordinator with reaching out to media contacts;
- Working in partnership with the larger group to develop new relationships with key journalists; and
- Making the larger group aware of other outlets and opportunities to expose EESI to the target audiences.

(3) Fundraising Committee:

Members provide guidance on a variety of activities to sustain statewide efforts, including:

- Brainstorming ideas for potential funders; and
- Helping to review draft grant applications.

(4) Public Policy and Advocacy Committee:

Members provide guidance to on a variety of activities, including:

- Working with the larger group to create a statewide public policy agenda that complements the national agenda;
- Reviewing and editing draft publications of the public policy brief and other materials; and
- Taking action on the Initiative's advocacy efforts, such as through e-mail, phone and in-person communication with targeted policymakers and other officials.

Elder Economic Security Initiative members are encouraged to join one of the four sub-committees described above. Your expertise will greatly enhance the impact of the Wisconsin Elder Economic Security Initiative and serve the group in reaching its intended mission.

THANK YOU for supporting the Wisconsin Elder Economic Security Initiative.

With your unique expertise and invaluable guidance, we can move closer to creating a society where Wisconsin's elders are assured economic security and financial self-sufficiency and their autonomy goals are respected, so that they may age in place with dignity.