

Rhawnhurst NORC State Funding Efforts

2009

RHAWNHURST **NORC**

A Naturally Occurring Retirement Community

A JOINT PROGRAM OF



United Way
of Southeastern Pennsylvania

How To Lay Groundwork for State Funding

- What you can do for your state legislators?
 - Provide opportunities for legislators to address your NORC constituency: voters
 - Join legislators' advisory groups; NORC manager on Senior Advisory Task Force of Government official; serves as sounding board for legislator on senior issues
 - Be there to serve the legislators' constituent members when they need NORC services

What Else for State Legislators?

- Get the press out there every time the legislator speaks to your seniors. It helps you and the NORC, and the legislator appreciates the good press for addressing seniors.
- Make sure every check presentation becomes a photo op.
- Ecumenical nature of NORC helps

Work With Legislator's Staff

- Rhawnhurst NORC Project Manager expense account for Dunkin Donuts coffee – her signature networking activity!
- Work with legislators to research what grants state has available to advance NORC funding
- Legislators want to give out money to high profile programs
- Invite your legislators and staff to volunteer days—opportunity for them to “touch” their constituency
- Be reliable in getting reports in on time

Grants that Serve Throughout the State

- Pennsylvania Jewish Coalition Director and JFGP Federation's Government Relations Director worked with State Legislator to sponsor a grant that served several NORCs throughout the state
- Found sponsor from our community
- Sponsored Jewish and non-Jewish NORCs
- Sponsored urban and rural

Steps for State Legislation

- NORC staff determines what they want legislation to accomplish
- Develop legislation in each chamber of government
- Identify sponsors in both house and senate for bill
- While introducing legislation, educate elected officials about importance of NORCs

More Steps Toward Passage

- Find elected officials who will champion the legislation as well as funding
- Lay groundwork with potential competitors to overcome resistance: AAA's agree that NORC projects are additive to their work; funding would be managed by Dept. of Aging
- Promotion of NORC throughout the state, including rural areas, lays groundwork for statewide support
- Pass legislation. Funding may need to follow in subsequent years.