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Description automatically generated***

***Better with Age* Guide: Digital Sharing Kit**

Grantmakers In Aging (GIA) offers this digital sharing kit to accompany our new publication, [*Better with Age: A Guide to Funding in a Longevity Society*](https://www.giaging.org/better-with-age)*.*

TheGuide is designed for all kinds of funders. It explores how investing in aging can add innovation and impact to any funding strategy; lays out key issues and data; and recommends specific opportunities for program investment, expansion, or adaptation.

In this kit, you’ll find social media posts for any organization and a few tailored posts for organizations that are featured in the Guide, graphics to accompany the social posts, newsletter language, and a one-page overview of the Guide. You are welcome to adapt the language.

You can also find these sharing resources online [here](https://www.giaging.org/resources/better-age-guide-digital-sharing-kit).

Thank you for helping us spread the word by sharing the Guide with your networks.

**General social media posts (accompanying graphics begin on page 4)**

*Please tag us when you post!*

*LinkedIn* [*www.linkedin.com/company/grantmakers-in-aging-gia/*](http://www.linkedin.com/company/grantmakers-in-aging-gia/) *Facebook* [*www.facebook.com/GrantmakersInAging/*](http://www.facebook.com/GrantmakersInAging/)

*X* [*x.com/GIAging*](https://x.com/GIAging)

***LinkedIn or Facebook 1 (choice of graphics #1, #2, #4, #5)***Aging cuts across many issues.

Explore how investments that support older people can add impact to any funding portfolio, in *Better with Age: A Guide to Funding in a Longevity Society* - a new resource from Grantmakers In Aging. Plus: key aging data and Program Snapshots that show how aging intersects with, well, almost everything. Find it at [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)

***LinkedIn or Facebook 2 (Choice of graphic)***Caring doesn’t come with an expiration date.

Whether you fund in healthcare, social connection, mental health, biomedical research, disaster response and resilience, or LGBTQ+, racial, ethnic, gender, rural, or civil rights issues, applying an aging lens can increase your impact.

Find out how in *Better with Age: A Guide to Funding in a Longevity Society* from Grantmakers In Aging. Download at [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)

***X 1 (choice of graphics #2, #3, #4)***Whether you fund healthcare, mental health, social connection, civil rights, LGBTQ, racial, gender, children, or rural issues, increase your impact by adding an aging lens: new @GIAging Better with Age Guide at [www.GIAging.org/better-with-age](http://www.GIAging.org/better-with-age)

***X 2 (choice of graphics #1, #2, #3, #4)***We’re all getting older every day. That makes aging a cross-cutting issue for many funders. Find powerful intersections with your work in the new Better with Age Guide from @GIAging at [www.GIAging.org/better-with-age](http://www.GIAging.org/better-with-age)

**Additional posts for funders and nonprofits mentioned in the Guide**

**NONPROFIT POST 1 – for LinkedIn or Facebook (choice of graphics #2, #5)**Older people’s contributions are a tremendous resource. We are delighted our work to [PROJECT OBJECTIVE] is featured in *Better with Age -* a new funding guide from Grantmakers In Aging. [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)  
 **NONPROFIT POST 2 – for LinkedIn or Facebook (choice of graphics #2, #3, #4)**How do you make a great idea even better? Share it with more people. We are delighted that our work to [PROJECT OBJECTIVE] is featured in *Better with Age,* a new funding guide from Grantmakers In Aging*.* [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)  
  
  
**NONPROFIT POST 3 – for X (choice of graphics #2, #3, #5)**We are delighted that our work to [PROJECT OBJECTIVE] is featured in a new resource from @GIAging - the *Better with Age* Guide[*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)  
 **FUNDER POST 1 – for LinkedIn or Facebook (choice of graphics #1, #2, #5)**Older people’s ongoing ability to contribute is a tremendous social resource. We are delighted that our nonprofit partner [GRANTEE NAME] and their work to [PROJECT OBJECTIVE] are featured in *Better with Age: A Guide to Funding in a Longevity Society -* a new resource from Grantmakers In Aging. [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)

**FUNDER POST 2 – for LinkedIn or Facebook (choice of graphics #1, #3, #4)**What can make a great idea even better? Finding new ways to put it to work. We are delighted that our nonprofit partner [GRANTEE NAME] is featured in a new resource from Grantmakers In Aging - *Better with Age: A Guide to Funding in a Longevity Society.* [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)  
  
**FUNDER POST 3 – for X (choice of graphics #1, #2, #4)**We are delighted that our nonprofit partner [GRANTEE NAME] and their work to [PROJECT OBJECTIVE] are featured in *Better with Age -* a new funder resource from @GIAging [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age)

**Newsletter or website text**When older people are able to continue to contribute as volunteers, employees, mentors, and linchpins of stable families and communities, we all benefit. Yet too few of our systems and policies have kept pace with the new longer lifespans. [*Better with Age: A Guide to Funding in a Longevity Society*](http://www.GIAging.org/better-with-age) from Grantmakers In Aging reviews the funding landscape, offers a demographic portrait of older America, and presents opportunities for funders with many different funding priorities - including child welfare, housing, economic security, rural life, caregiving, and community development - to increase their impact by considering how aging intersects with their investments. Find it at [*www.GIAging.org/better-with-age*](http://www.GIAging.org/better-with-age).

**One-page overview**Download a one-pager for the *Better with Age* Guide [here](https://www.giaging.org/system/files/documents/2025-02/GIA%20-%20Guide%20one-pager%20F.pdf).

A blue and green poster with text

AI-generated content may be incorrect. ***Better with Age* Guide - social media graphics***Please download graphics using the links provided for best quality*

Graphic #1: Living longer  
[**DOWNLOAD HERE**](https://app.box.com/s/4n2plw50xk6tl2bl2xi12f0ccjjyfey2)

A blue and green book cover

AI-generated content may be incorrect.  
Graphic #2: Across generations  
[**DOWNLOAD HERE**](https://app.box.com/s/urpriujv40vbg8cr84y0mq0y33zxg35q)

A blue and green poster with black text

AI-generated content may be incorrect.Graphic #3: All aging  
[**DOWNLOAD HERE**](https://app.box.com/s/qrhi90g9zwgvswizy42agbqokghig1sc)

A book cover with text

AI-generated content may be incorrect.  
Graphic #4: Funding for all   
[**DOWNLOAD HERE**](https://app.box.com/s/4lmv03uaa32brxanu7b8o285fupordtl)

A blue and green book with black text

AI-generated content may be incorrect.

Graphic #5: Natural resource  
[**DOWNLOAD HERE**](https://app.box.com/s/nzb80z22kwf04t1nrrzi6igl9tt064rw)