

Age-Friendly Banking Toolkit

How to Use This Toolkit

This toolkit has been designed to help you get started on launching your own local Age-Friendly Banking campaign to provide older adults with the focused products, services and protections that will enable them to thrive. Within the toolkit are various resources and sections that pertain to the steps necessary to conduct such a campaign. Some of the resources in the guidebook are hosted by National Neighbors Silver and are readily available upon request to NCRC members. Other resources are directly included or linked to in the toolkit for your convenience. An effective way to navigate this toolkit is to use it as a general guide that will allow you to craft your own Age-Friendly Banking platform and decide what goals are central to your campaign. The toolkit is split into two parts: “Building the Foundation” and “Steps to an Age-Friendly Banking Campaign.”