

# Your Gray Matters

## The Plan



*Objective:*

**Make age discrimination as socially unacceptable as smoking**



### The Strategy:

- ✓ Create an identity
- ✓ Awareness of the problem
- ✓ Solutions
- ✓ Self help
- ✓ Resources

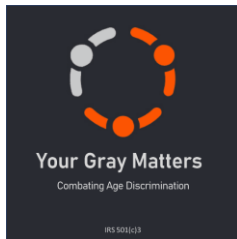


### Who do we want to reach?

- ✓ CEOs of ad agencies
- ✓ Trade writers
- ✓ HR & Recruiters
- ✓ Creative Directors
- ✓ Client-side advertising and marketing people
- ✓ Influencers
- ✓ Opinion leaders

## Immediate Actions

- Find a pro-bono PR professional to help us reach our targets
- Find a pro-bono designer to help with our website and other materials
- Create a crowdfunding campaign to find donations to increase our reach and be able to hire professionals
- Partner with organizations
- Spread the word with our posts
- Find an ad agency partner
- Create PSA campaigns and similar activities



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## Create an Identify: POA – People of Age

The first step is to acknowledge that we exist. Our position is that, while we support and celebrate any individual decision to change, you probably won't change your race, skin color, gender, national origin, or many other characteristics.

But you sure are going to change your age. You are going to get older. So, get over it. However, older is not useless. Or irrelevant. Or stupid. It's just older.

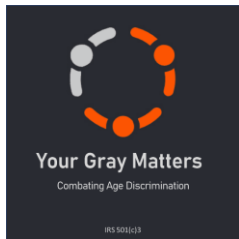
- ✓ Register of trademark POA → People of Age
- ✓ Create a logo for POA
- ✓ Use POA consistently in our communications

## Make ageism as socially unacceptable as smoking or other “isms”

Our goal is to make ageism absolutely unacceptable. The same way you would not think about making disparaging comments about a person's race, skin color, gender, height of sexual orientation, disparaging comments about a person's age are totally unacceptable.

- ✓ Continue with the blog and publish in social media
- ✓ Create infographics with data on 55+ in the US, data about 55+ in the industry





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### Celebrate POA's Achievements

No one wants to do away with the ubiquitous “20 under 20” and similar articles. But there is a huge difference between being “singled out” and singled “out”. We will work with trade magazines and other publications to:



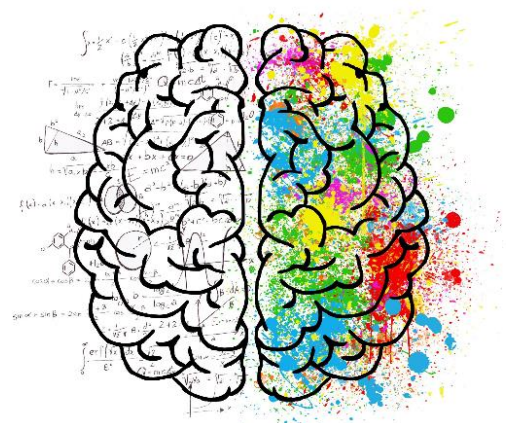
- ✓ Celebrate the achievements and contributions of POAs.
- ✓ Create lists of people over 55 and celebrate their accomplishments: AdWeek, AdAge, Campaign and others
- ✓ Look for allies and/or champions among advertising agencies, companies or brands to add legitimacy
- ✓ Create the “Gray Index” (and trademark it) to measure how many 55+ are in their organizations. Get the support of some trade publications for this.

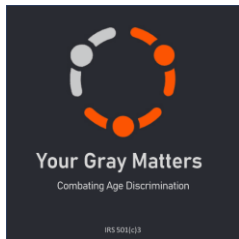
### Self-help: Encourage Curiosity and Constant Updating

Ageism works both ways! Your Gray Matters will encourage POAs to constantly update themselves in every aspect of technology and society, to be open to new ideas and avoid judging other people—especially younger people—on their age.

We will bring resources for continuous education, special programs and more by seeking partnerships with institutions, helping companies create awareness courses and similar.

These activities will bring the solutions to the realm of the doable, so both POAs and soon-to-be POAs can see that we can really stamp out age discrimination.





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### Highlight Resources

Let's face it, we can all use help. From specialized recruiters to government and local programs, to private efforts and, yes, even lawyers, we will build a library of the many resources available to POAs.



- **Begin a list of local, state and Federal resources in the fight against ageism**
  - Laws related to ageism
  - Legal recourses
- **Begin to create a list of private resources in the fight against ageism.**
  - AARP
  - Private foundations
- **Education → Research educational resources available to people 55+**
  - Miami Dade College
  - FIU
  - Others
- **Education → Work with selected companies to create educational resources, course, publications so people 55+ can remain current in the workplace**
  - Create a certificate
- **Franchising** – work with some franchising organizations and/or experts to identify and publish franchises that are best for 55+
  - **Recruit volunteers:** Writers, Graphic artists, Web designers, E-commerce specialists, PR professionals, Social media professionals

**Join us: We welcome your contribution in talent, resources, your story and, yes, money.**

Visit us at [www.your-gray-matters.org](http://www.your-gray-matters.org) or send us an email at [msalup@yourgraymatters.org](mailto:msalup@yourgraymatters.org)  
Thanks!

Marcelo Salup