Actions To Consider When Seeding Creative Aging in Your Organization

Sometimes the first step in developing a Creative Aging program for your community is to shift the culture so that artmaking and learning are valued in your organization. Below are some ideas for how to plant the seeds of arts engagement for older adults in your organization:

**Form a Creative Aging Committee**
Invite a cross-functional team (programming, marketing, and development professionals) to collaborate with you.

**Create a Local Arts Board**
Post local arts event listings and flyers in a central location.

**Schedule Artist Talks**
If you have space to host gatherings, invite local artists, musicians, or performers to share their work. Many will do it for free as it is an opportunity to showcase their work and draw in new audiences.

**Host a Local Artist Show**
Many artists are part of the older adult cohort — and they are already a part of your community. Host a public group show where they can display and perform their work.

**Schedule High-Quality Art Presentations**
Operas, music concerts, classic movies, even museum tours are often available to stream. Schedule viewing events, and lead a discussion about the work after the presentation.

**Program a Family Art Day**
Volunteers can run simple craft projects and activities that families can do together. But on this family art day, put an emphasis on inviting grandparents to share in the artmaking.

**Present Some Volunteer-Run Arts Events/Classes**
Engage older adults themselves as experts — they can teach a drop-in art class or lead a sing-along.

**Start a Focus Group of Older Adult Patrons**
Ask them what they are interested in learning and let them help identify artforms to pursue. Creative Aging Programs should be designed with older adult learners interests at the heart of what is offered.

**Bring Together a Creative Aging Advisory Group**
Use your base to help plan and imagine what might come next for Creative Aging in your organization. Often your patrons might be the people that are connected to new funding sources.