

2017 National Assisted Living Week® | "Family is Forever"

Sample Letter to the Editor for Assisted Living Communities

Tip: Most publications will prefer that your letter to the editor (LTE) be exclusive to them—so choose one local newspaper to submit your LTE, and be sure to follow their guidelines for submission. For example, many have a strict word count limit (traditionally, no more than 200 words).

At [COMMUNITY NAME], We're One Big Family

When moving a loved one into an assisted living community, one important word that comes to mind is "trust." You want the peace of mind that your mother or grandfather will receive the utmost care by professionals who will treat them like their own family. At [COMMUNITY NAME], we could not take this responsibility more seriously.

This week, we celebrate National Assisted Living Week® and its theme "Family is Forever." Just spend a little time at [COMMUNITY NAME], and you'll see first-hand how staff and residents are like family. From housekeeping to direct caregivers, our staff get to know the residents intimately, and so inevitably, special bonds form.

As Maya Angelou said: "Family isn't always blood, it's the people in your life who want you in theirs: the ones who accept you for who you are, the ones who would do anything to see you smile and who love you no matter what."

It's easy to get attached. Our residents are extraordinary individuals.

So, we want to take this National Assisted Living Week to thank our staff and volunteers, but especially our residents for entrusting in us and becoming part of our family.

(If applicable) Come learn about the [COMMUNITY NAME] family on [DAY] as we host a [EVENT NAME]. To learn more, please contact [PHONE NUMBER or E-MAIL ADDRESS].

[NAME], [TITLE] of [COMMUNITY NAME]

OTHER IDEAS: ASK A RESIDENT OR A FAMILY MEMBER TO SUBMIT A LETTER TO THE EDITOR

- Demonstrate the high customer satisfaction that exists in assisted living communities by asking a resident or a family member of a resident to write a letter to the editor on behalf of your community.