





GET TO KNOW AARP

Founded in 1958
50 state offices
38 million members
Non-partisan, nonprofit social welfare organization



LABELS + IDENTITY

Be more multicultural.

Be more **representative**.

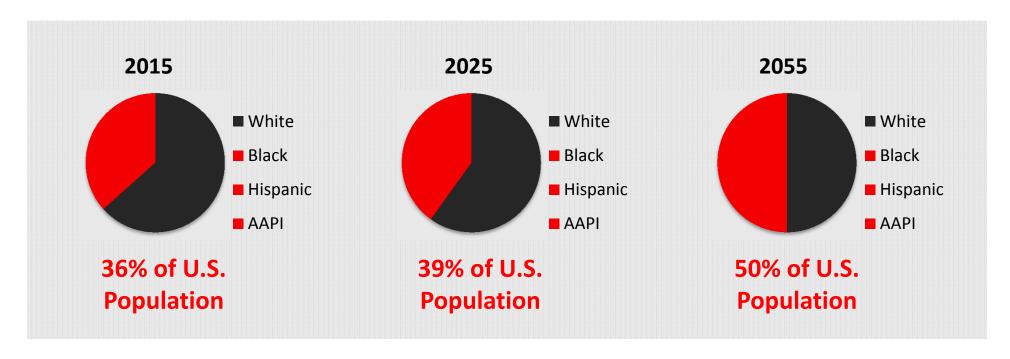
Be more inclusive.

Black or African-American?

Latino or Hispanic?

Do I speak to them **in-language** or **English**?

Big Picture



How AARP Thinks About Multicultural Engagement

"

What we do, we do for all.

-Ethel Percy Andrus,
AARP Founder

...To purposefully incorporate multicultural audiences into the design, work and communication of everything we do.

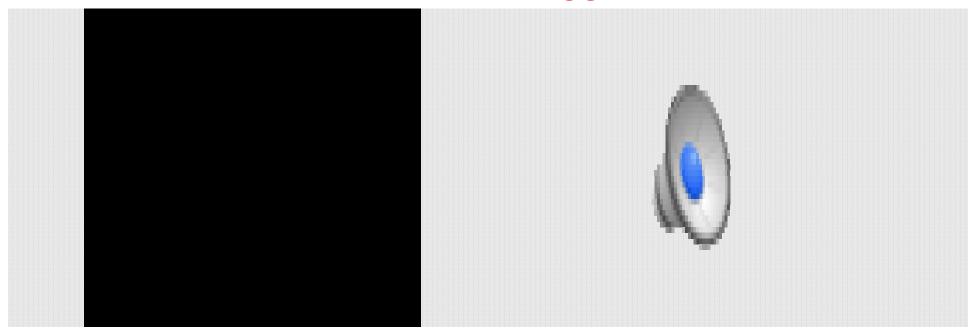
MULTICULTURAL ENGAGEMENT—COMMUNITIES



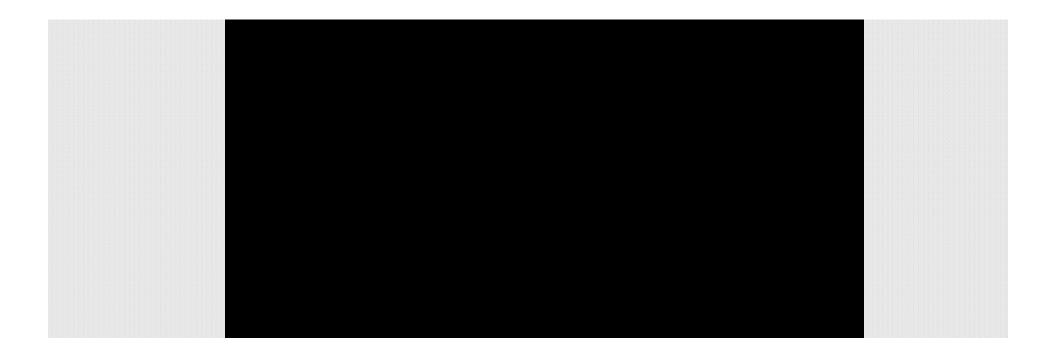




ORGANIZATIONAL READINESS



SMALL WINS



Research/Listening



Building Trust





Thank You!

Belén
Mendoza
AARP
Campaigns, Vice President



@belenmendoza



bmendoza@aarp.org