

# Love for the Elderly

## *A local letter writing campaign*



We need your help. We want you to write letter(s) that will uplift an elderly person in the Worcester Area! You can write by yourself, with friends, or your family. Take a few minutes right now, write a letter to an elder, maybe say a joke, draw a picture or doodle, and let them know they are

loved. **Making a difference can be so simple, yet can be incredibly impactful!**

### **Before sending your letter(s), here are some guidelines:**

1. Letters must be **legible (large print) and handwritten**. No worries if you're not artistic— make your card as what you'd like to receive.
2. **Avoid religion/politics**, your letter should resonate with anyone.
3. **Exclude the date** (day, month, and year).
4. **Start your letter with a simple generic phrase** for your letter may be delivered to a woman or a man, for example, “Dear Friend,” “Hello Neighbor,” “Howdy,” or “Good Day.”
5. **Embrace creativity!** Recipients love it when the letters are personal. We encourage you to make your letters detailed, colorful, thoughtful and heartfelt.
6. **Be kind and thoughtful**. This is a one-way letter exchange, meaning you will not receive a letter back, so remember that no reciprocation attached is part of the beauty of your act of kindness, and the recipients don't feel burdened by feeling obligated or being unable to respond.
7. **Envelope** your letters if you can! **But please DO NOT SEAL the envelope.**
8. **Share** your act of kindness! We love seeing photos of your letter writing, and it helps promote our cause more than you know. Tag us [@ESWAorg](#) [#ESWALoveForElderly](#)
9. **Send us as many letters as you'd like!** **However, we do need your letters by June 30, 2020**

**Ready to mail? Please send to:**  
**Elder Services of Worcester Area**  
**Attn: Love for the Elderly**  
**67 Millbrook St., Suite 100**  
**Worcester, MA 01606**

Have questions? Reach out to Jenn at  
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