



Organizations That Often Seek Speakers

1. Church/women's groups
2. Area council/s on aging
3. Other community groups, such as PTO, Newcomers', Women's Clubs
4. Professional Women's Associations (lawyers, accountants, insurance brokers, realtors, etc.)
5. SCORE
6. Local hospital boards/auxiliaries,
7. Recreation center programs, fitness centers, the Y
8. Independent living communities/Sr. communities such as Del Webb (many have budgets for speakers)
9. Book clubs and libraries (libraries usually have small budgets for speakers)
10. Rotary Club meetings
11. Chamber of commerce meetings
12. Private clubs seeking luncheon speakers (often they will pay the speaker too)
13. Support groups for different disease states, especially serving patients who see the insides of hospitals pretty regularly, i.e., diabetes, COPD, dialysis, heart failure
14. Large physician groups
15. Local nursing association chapters
16. Employee benefit consultants



17. Malpractice attorneys (especially those in large practices), and their Associations
18. Union offices
19. State AARP
20. Insurance brokers
21. Temp agencies for nurses
22. Home health care agencies and associations
23. Association of Hospital Chaplains (any group of hospital chaplains)
24. Employee benefits managers for local employers (for “lunch and learn” events, health fairs)
25. Masonic associations, Lions Club
26. Meet-up groups – or create one!
27. Consider an online WEBEX presentation for friends, family and followers on social media
28. Meet-ups – Join one or create one!
29. Hospital Women’s Boards
30. Osher Life Long Learning Institutes
31. Gilda’s Club
32. Fitness centers, especially those with Silver Sneakers programs
33. Public libraries
34. Caregiver support groups (look on Facebook)



Notes:

Network at Health Fairs! **Sponsor a table at a health fair** (usually a nominal fee). You'll meet a lot of people and, as a vendor, you will get a list of names/emails of everyone who registers for the fair. **(If you can't afford a table, go anyway to network!)**

- Visit all the other vendors and let them know you are a speaker and tell them about your topics. Create a "one-pager" about yourself to give them.
- Among the vendors – often 40-50 at a typical health fair -- ID the go-getters, "not the ones sitting on a cell phone. Go to people who have passion, the movers and shakers."

We have found that Assisted Living and Nursing Home residents are not the ideal audience, in part, because they rely heavily on their adult children (particularly daughters) for advice, health care navigation and other support. Women in the sandwich generation, responsible for their kids *and* parents, are most hungry for the help advocates can offer.

Similarly, clubs and associations that skew to older retirees are not as fertile as those that cater more to the newly retired or younger retirees, approx.: 60 – 75 years of age. These younger seniors are well aware of health care challenges and well positioned to seek out solutions and help as needed. Their own parents, if still alive, are quite elderly and they are often dealing with complex health care and end of life planning with them.



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