



Client Marketing & Informational Kit



Welcome to the SAGECare Community!

Congratulations on earning your SAGECare credential.

Your organization has joined a growing network of healthcare providers, aging services organizations, senior living communities, hospices, home care agencies, and other professionals committed to creating affirming, person-centered environments for LGBTQ+ older adults. SAGECare provides education, consulting, and credentialing programs that help organizations build trust, strengthen staff confidence, improve care experiences, and demonstrate a commitment to inclusion.

A SAGECare credential is more than a recognition, it is a visible symbol that your organization has invested in building knowledge, empathy, and practical skills that support better outcomes for the people you serve.

This guide will help you:

- Maintain your credential
- Maximize the value of your achievement
- Promote your commitment to inclusive care
- Access SAGECare resources and support
- Implement best practices across your organization
- Build lasting relationships with LGBTQ+ older adults and their communities

Contact Info to Keep Handy



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Your SAGECare Credential Benefits

Your credential demonstrates that your organization has completed specialized LGBTQ+ aging and person-centered care education and is committed to fostering welcoming environments.

Organizations that earn a SAGECare credential receive:

Public Recognition

- Listing in the SAGECare Provider Directory
- Recognition as an inclusive provider
- Demonstrated commitment to LGBTQ+ older adults

Organizational Impact

- Enhanced reputation and community trust
- Increased staff confidence
- Improved person-centered care practices
- Support for inclusion and equity initiatives

Marketing Resources

- Digital credential seal
- Window clings and recognition materials
- Marketing toolkit and promotional guidance

Staff Development

- Ongoing learning opportunities
- Refresher training options
- Access to current LGBTQ+ aging education

Leadership Support

- Quarterly leadership discussions and learning opportunities
- Consulting services and implementation guidance
- Access to subject-matter experts and resources



Recommended Best Practices

Right now

Use Inclusive Language

Avoid assumptions regarding sexual orientation, gender identity, relationships, or family structure.

Recognize Families of Choice

Include support networks identified by the individual, not just biological or legal family members.

Foster Respectful Conversation

Ask rather than assume how people identify and wish to be addressed.

Within 90 days

Review Policies

Evaluate intake forms, policies, and procedures for inclusive language and practices.

Build Community Connections

Develop relationships with local LGBTQ+ organizations and community leaders.

Increase Visibility

Share educational resources, inclusive messaging, and relevant awareness campaigns with staff and audiences.



Marketing Your Credential

Your SAGECare credential is a valuable way to demonstrate your commitment to inclusive, person-centered care.

Display Your Credentials

Use your credential seal on:

- Website homepages
- Career pages
- Email signatures
- Brochures
- Sales materials
- Community newsletters
- Social media
- Building entrances

Tell Your Story

Consider announcing your credential through:

- Press releases
- Blog posts
- LinkedIn updates
- Resident or patient newsletters
- Board communications
- Community partner outreach

Sample Website Language

We are proud to be SAGECare Credentialed. Through specialized LGBTQ+ aging and person-centered care education, our team is committed to providing welcoming, affirming, and respectful services for all older adults and their loved ones.



Social Media Strategy

Your SAGECare credential is more than an achievement, it's a story worth sharing. Consistent social media engagement helps raise awareness of your commitment to LGBTQ+ affirming, person-centered care while building trust with prospective residents, patients, clients, families, referral partners, employees, and community stakeholders

Social Media Goals

Use your SAGECare credential to:

- Demonstrate organizational values and commitment to inclusion
- Build trust with LGBTQ+ older adults and their families
- Attract mission-driven employees
- Strengthen referral relationships
- Highlight staff education and professional development
- Differentiate your organization in a competitive market
- Showcase community engagement and leadership in inclusive care

Recommended Posting Schedule

Monthly

- Highlight your SAGECare credential
- Share an LGBTQ+ aging resource or educational article
- Feature an employee, resident, patient, or client success story (with permission)

Quarterly

- Share updates on staff training and credential maintenance
- Promote community partnerships or LGBTQ+ awareness events
- Highlight organizational initiatives that support inclusion

Annually

- Celebrate Pride Month (June)
- Recognize LGBTQ+ History Month (October)
- Celebrate your credential renewal or milestone achievements
- Share year-end impact and accomplishments



Content Pillars



1. Education

Help your audience learn about LGBTQ+ aging.

- LGBTQ+ aging facts
- Person-centered care tips
- Inclusive language guidance
- SAGECare blog articles
- National Resource Center resources



4. Organizational Commitment

Highlight actions, not just words.

- Policy improvements
- Inclusive practices
- Credential renewals
- Ongoing education efforts



2. Staff & Leadership

Showcase the people behind your commitment.

- Training completion celebrations
- Leadership participation
- Employee spotlights
- Team reflections and testimonials



3. Community Impact

Demonstrate how inclusion strengthens care and services.

- Community partnerships
- Awareness campaigns
- Event participation
- Resident and client programming



Sample Social Media Posts

Credential Announcement

We're proud to announce that our organization has earned a SAGECare Credential.

This achievement reflects our commitment to providing affirming, person-centered services and creating welcoming environments for LGBTQ+ older adults, their families, and caregivers.

#SAGECare #LGBTQAging #PersonCenteredCare #InclusiveCare

Staff Training Post

Our team recently completed SAGECare training focused on LGBTQ+ aging and person-centered care.

Continued learning helps us better understand the experiences of those we serve and strengthens our commitment to providing respectful, affirming care for all.

#ProfessionalDevelopment #SAGECare #InclusiveCare

Educational Post

Did you know?

Many LGBTQ+ older adults have experienced barriers to care and may be less likely to disclose important information if they do not feel safe or welcomed. Creating affirming environments helps build trust and improve care experiences.

Learn more at sagecare.org.

#LGBTQAging #HealthEquity #PersonCenteredCare



LinkedIn Best Practices

LinkedIn is often the most effective platform for promoting your SAGECare credential.

Include

- Photos from trainings and events
- Leadership quotes
- Staff participation highlights
- Community partnership announcements
- Links to relevant blogs and resources

Success Metrics

- Engagement rates
- Post impressions
- Website clicks
- Referral inquiries
- Recruitment interest
- Community partnership opportunities
- Media mentions

Tag

- SAGECare
- SAGE
- Community partners
- Speakers and presenters when appropriate

Use 3–5 Relevant Hashtags

Recommended hashtags:

#SAGECare

#LGBTQAging

#InclusiveCare

#PersonCenteredCare

#SeniorLiving

#HealthcareLeadership

#AgingServices

#HealthEquity

A successful social media strategy does more than promote a credential, it helps demonstrate your organization's commitment to creating affirming, welcoming experiences for LGBTQ+ older adults every day.

Maintaining Your Credential

To maintain a SAGECare credential, organizations complete ongoing education that reinforces best practices and keeps staff informed about evolving issues affecting LGBTQ+ older adults.

Annual Requirements

Leadership

- Complete leadership renewal requirements
- Participate in coaching or refresher opportunities as applicable
- Continue advancing inclusive organizational practices

General Staff

- Complete annual renewal training
- Stay current with LGBTQ+ aging topics
- Participate in organization-wide learning initiatives

For current credential maintenance requirements, contact the SAGECare team.



Frequently Asked Questions



What Does a SAGECare Credential Mean?

A SAGECare credential demonstrates that an organization has invested in specialized LGBTQ+ aging and person-centered care education and is taking meaningful steps toward creating welcoming, affirming environments for all older adults.

How Long Is a Credential Valid?

Credential periods and renewal requirements vary by credential level and training schedule. SAGECare provides guidance and reminders to support successful renewal.

Does SAGECare Trainings Offer CEUs?

Many SAGECare courses qualify for continuing education credits through various professional accrediting organizations. Contact the SAGECare team for current CEU offerings and eligibility details.

How Do We Train New Hires?

Many organizations incorporate SAGECare training into onboarding programs to ensure new employees understand organizational expectations related to person-centered and affirming care.

Strengthening Your Commitment: Consulting Services

Training is often the first step in creating lasting organizational changes.

SAGECare consulting services help organizations translate learning into action through practical guidance and implementation support.

Consulting Areas Include:

Policy & Procedure Overview

- Non-discrimination policies
- Resident and patient rights
- Human resources practices
- Intake and assessment forms

Organizational Strategy

- Inclusion initiatives
- Leadership engagement
- Program development
- Community partnerships

Inclusive Communication

- Marketing materials
- Website content
- Internal communications
- Community outreach

LEI Support

- Long-Term Care Equality Index preparation
- Action planning
- Best-practice implementation

Person-Centered Care Practices

- SOGI data collection
- Care planning
- Family and caregiver engagement
- Resident and patient experience

SAGE Resources

National Resource Center on LGBTQ+ Aging

The National Resource Center on LGBTQ+ Aging provides educational materials, guides, webinars, and practical resources for professionals serving LGBTQ+ older adults.

Visit: www.lgbtagingcenter.org

SAGE

Founded in 1978, SAGE is the world's largest and oldest organization dedicated to improving the lives of LGBTQ+ older people. SAGE advocates for policies, services, and resources that support LGBTQ+ elders and works nationally to help older LGBTQ+ people age with dignity, respect, and authenticity.

SAGECare

SAGECare delivers LGBTQ+ aging and person-centered care training, consulting, and credentialing for senior living, healthcare, home and community-based services, and related organizations. SAGECare helps providers build safer, more affirming environments where LGBTQ+ older adults are treated with dignity, respect, and understanding.

Referral Program

Know an organization that could benefit from SAGECare?

Refer a colleague, partner, or organization interested in LGBTQ+ aging and person-centered care education. Eligible referrals may qualify your organization for future training credits and additional benefits. Contact the SAGECare team for current program details.

Thank You

Thank you for your partnership and commitment to creating affirming, welcoming environments for LGBTQ+ older adults. Together, we are helping organizations lead with dignity, respect, inclusion, and person-centered care.

SAGECollab

This is our national partnership model for LGBTQ+ specific nonprofits. These partners include advocacy organizations, LGBTQ+ centers, HIV service organizations, pride organizations, and more. Groups in this network are invited to monthly calls with others in the network for collaboration, learning, and best practice sharing. We also offer technical assistance for those in this network to support them.

SAGEYou

A digital platform that offers live virtual events, curated wellness content, on-demand resources, and relevant information that supports aging with purpose, joy, and connection. Check out our [Welcome to SAGEYou](#) video to learn more.

SAGEServes

Provides services and support so we can thrive together at every stage of life