

**SAMPLE LETTER TO EMPLOYEES FROM CEO OR OTHER REPRESENTATIVE IN ORGANIZATION**

**INSERT ORGANIZATION LOGO HERE**

**DATE**

Dear Employee:

Most of us do not think about aging, especially about the chance that we may not be able to live independently as we age or if we become disabled. In fact, many of us will need long-term care (help with daily tasks such as personal care and help around the house) at some point in our lives and most of us have not planned sufficiently for this type of care and its extraordinary cost.

To encourage and enable individuals to plan for this time in their lives, the State of Minnesota and the U.S. Department of Health and Human Services are sponsoring a public awareness initiative called **Own Your Future** to urge Minnesotans to create a plan for their long-term care, including how they will pay for these services.

The main feature of **Own Your Future**—already implemented by 26 other states over the past seven years—is a letter sent by the Governor and Lieutenant Governor to households in the state, urging them to take action to prepare for their long-term needs.

One million Minnesota households ages 40 - 65 received this letter from Governor Dayton and Lieutenant Governor Prettner Solon at the beginning of October. The letter directs them to the **Own Your Future** website at [mn.gov/ownyourfuture](http://mn.gov/ownyourfuture) where they can get the information they need to create a plan.

If you received this letter, I hope you opened it and read the message from the Governor and Lieutenant Governor and also read the enclosed brochure. They both contain important information about this initiative and why it is important for you to visit the website and begin creating your long-term care plan.

**[Insert a brief description of why this organization is asking its members to pay attention to this issue.]**

Please visit Minnesota's **Own Your Future** website at [mn.gov/ownyourfuture](http://mn.gov/ownyourfuture). Start planning ahead for your long-term care needs, regardless of your age or life situation.

Sincerely,

**[Name of representative of organization]**

