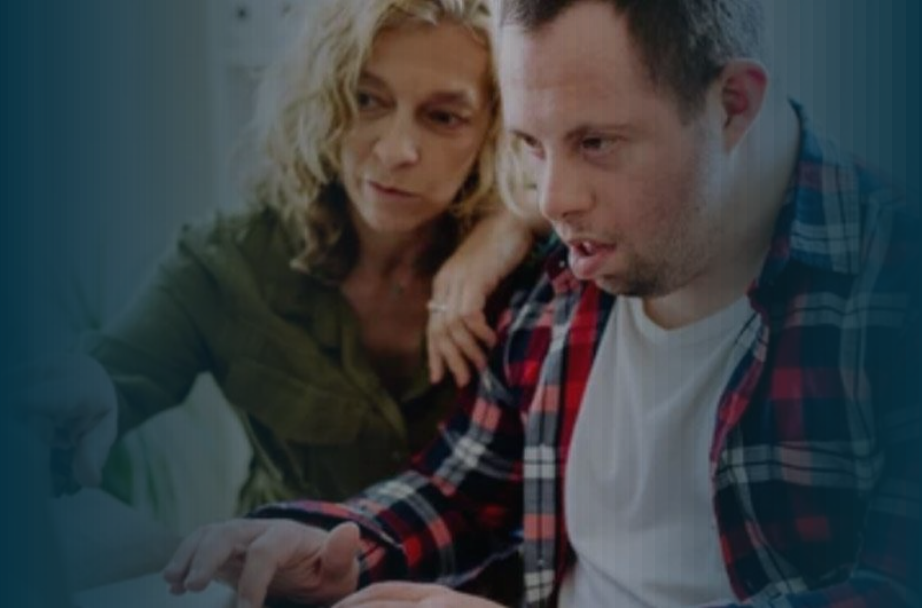


National Family Caregivers Month | 2025

CAREGIVER
ACTION
NETWORK

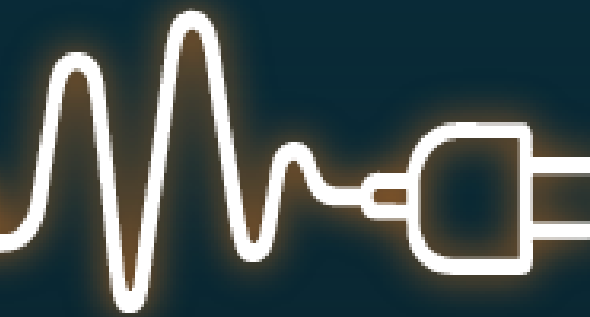




National Family Caregivers Month

A time to recognize and honor family caregivers across the country.

Introducing Caregiver Action Network's National Family Caregivers Month Theme for 2025

Plug-in  to Care

Since 1994, Caregiver Action Network (CAN) has led National Family Caregivers Month (NFC Month), a dedicated time each November to recognize, honor, and support family caregivers. In 2025, CAN will continue this legacy with the compelling theme: **'Plug-in to Care'**—to connect caregivers with the right resources, at the right time, in the right way.

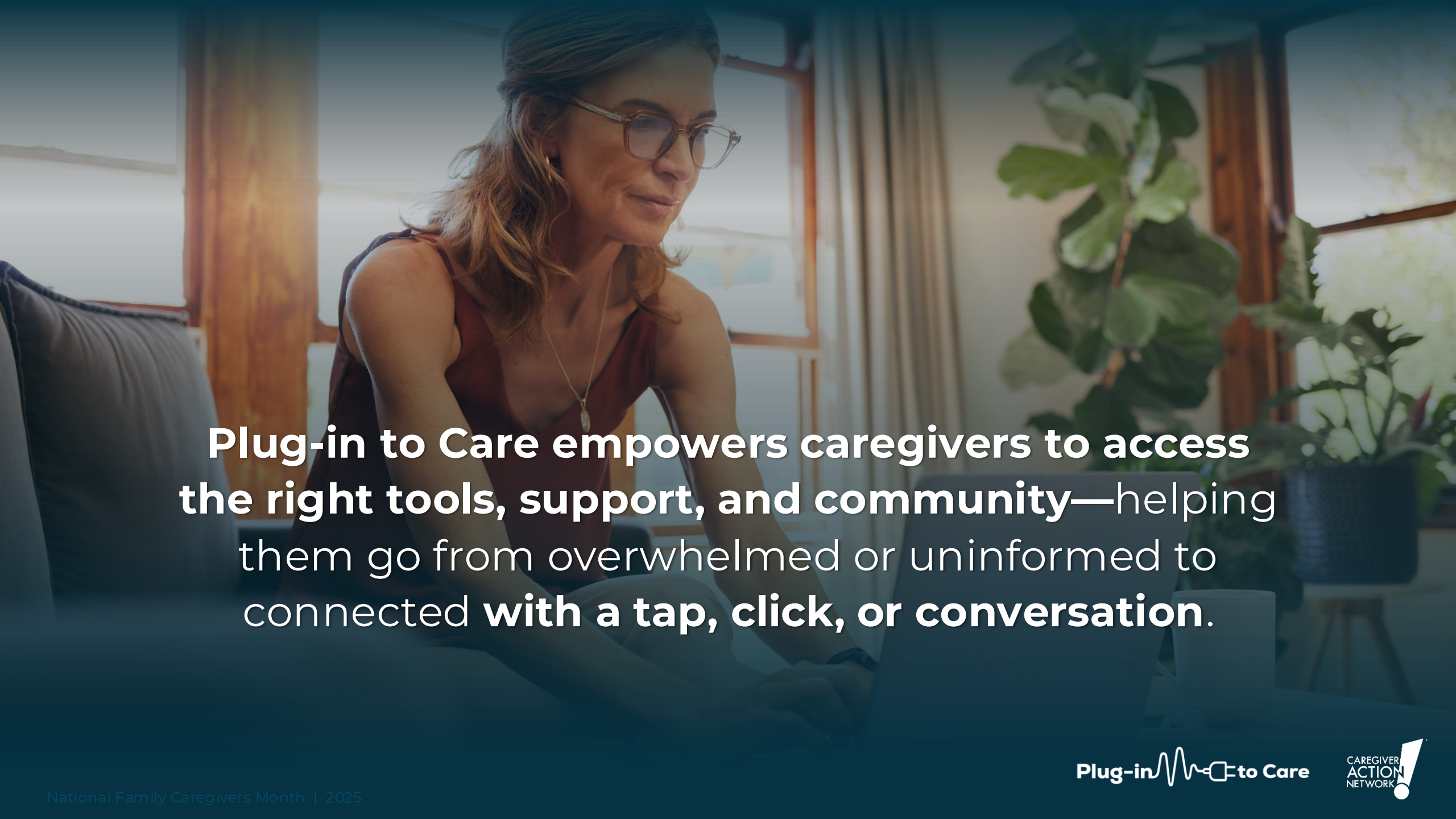
Campaign Vision




Building on 2024's I Care... campaign that focused on increasing caregiver self-identification.

Plug-in to Care shifts the focus to connection: helping caregivers connect to vital support tools, networks, and education.

The campaign meets caregivers where they are—online, at home or at work, in communities, and across therapeutic areas—offering a direct 'plug-in' to meaningful, relevant support systems that help them deliver optimal care.



Plug-in to Care empowers caregivers to access the right tools, support, and community—helping them go from overwhelmed or uninformed to connected with a tap, click, or conversation.

A man with grey hair, wearing a red t-shirt and large black headphones, is shown in profile from the chest up. He is sitting at a desk, gesturing with his right hand as if in conversation. In the background, a computer monitor displays a video call with multiple participants. The scene is dimly lit, with light coming from a window behind him.

Why is resource navigation so important?

Campaign Goals



To **empower caregivers to effectively navigate** and access resources tailored to their needs



To provide **targeted education on high-impact topics** through weekly webinars and expert engagement



To continue to **build on CAN resources**, with an emphasis on filling the gaps on the top disease states impacting the most caregivers, and connecting those caregiver populations to CAN and other nonprofit partner resources



To offer inclusive, **culturally competent information that reflects diverse caregiving realities**



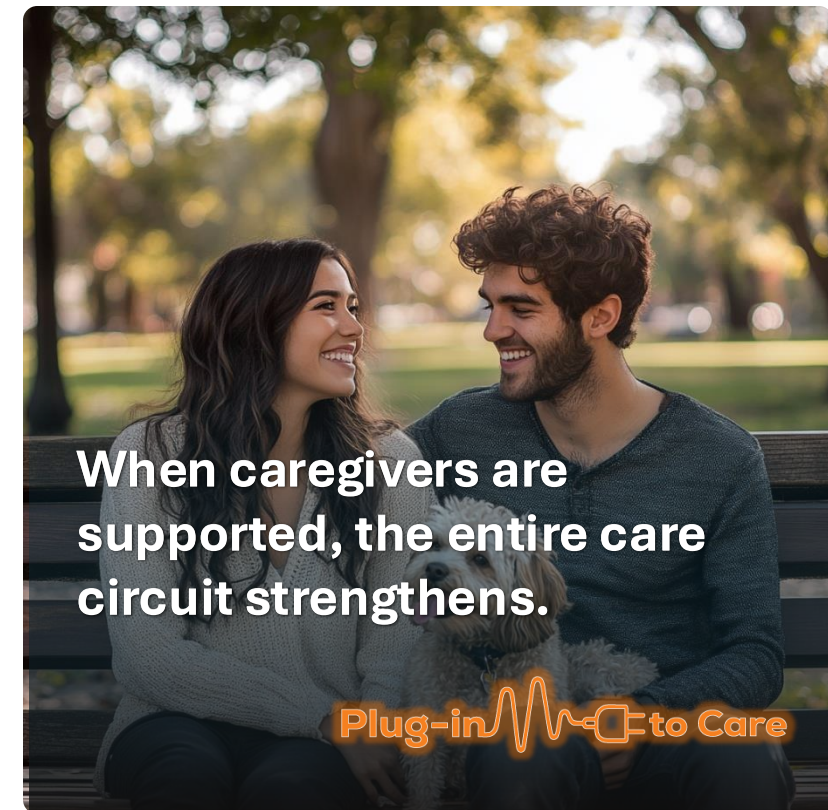
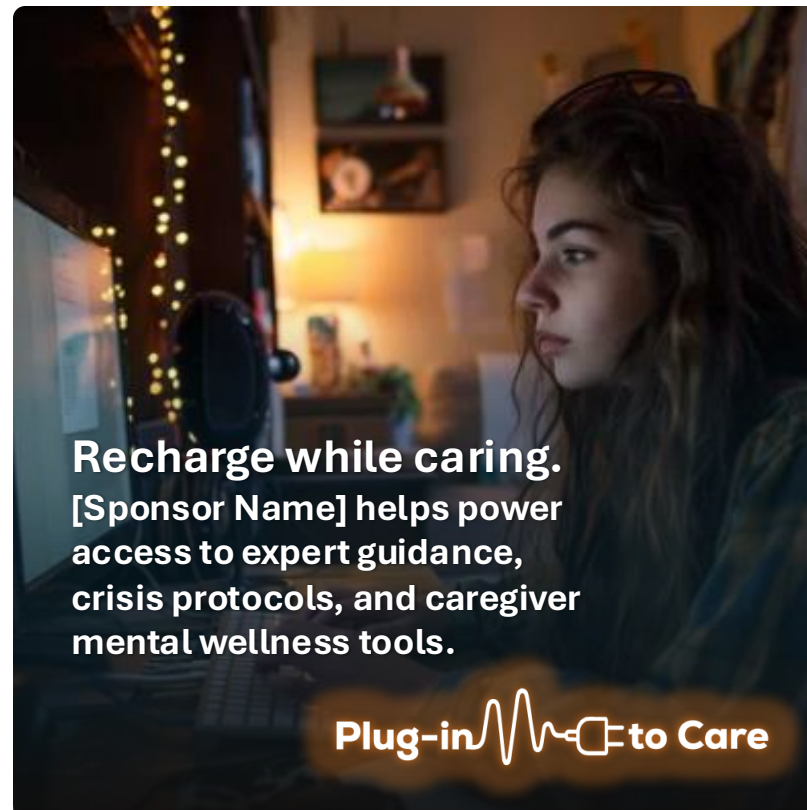
To **foster employer engagement** to support working caregivers through Caregiver Employee Resource Groups and workplace initiatives



To **continue to strengthen caregiver self-identity and awareness** as a foundation for accessing support

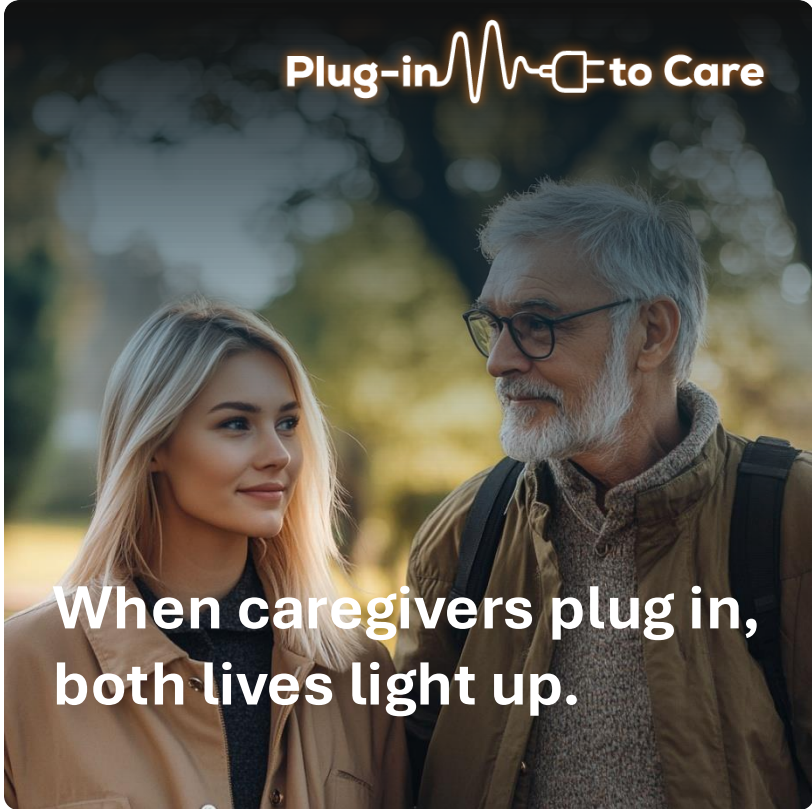
Plug-in to Care Concept Mock-up

MENTAL HEALTH



Plug-in to Care Concept Mock-up

ALZHEIMER'S



Plug-in to Care Concept Mock-up

**Connect.
Recharge.
Thrive.**

Plug-in  to Care

NATIONAL FAMILY CAREGIVERS MONTH

**Helping family
caregivers**

Plug-in  to Care

NATIONAL FAMILY CAREGIVERS MONTH

**Your caregiving
connection.**

Plug-in  to Care

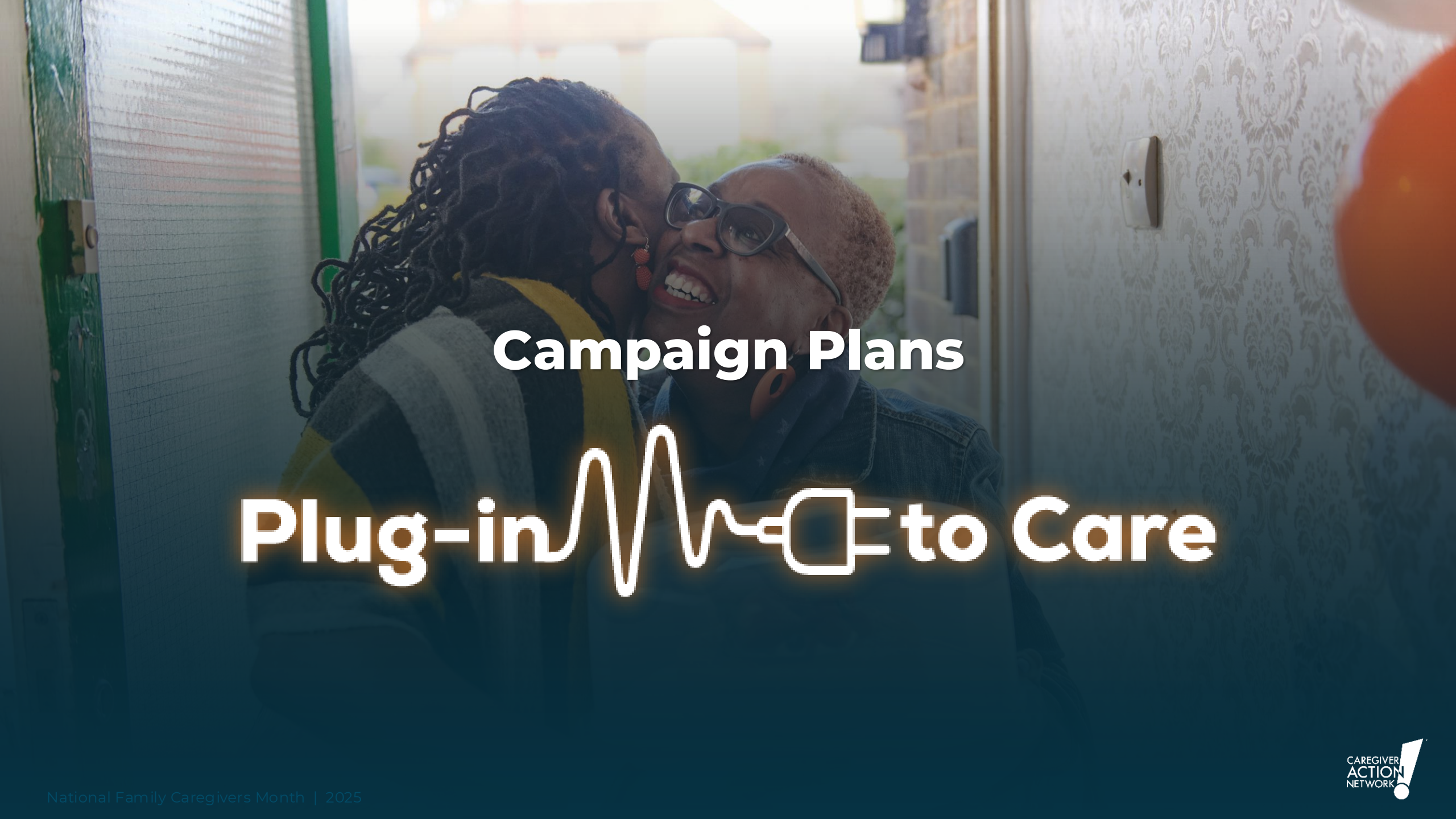
NATIONAL FAMILY CAREGIVERS MONTH

Plug-in to Care Concept Video

[CLICK HERE TO VIEW](#)



**AS MOM'S MEMORY
FADES, EACH DAY**



Campaign Plans

Plug-in to Care

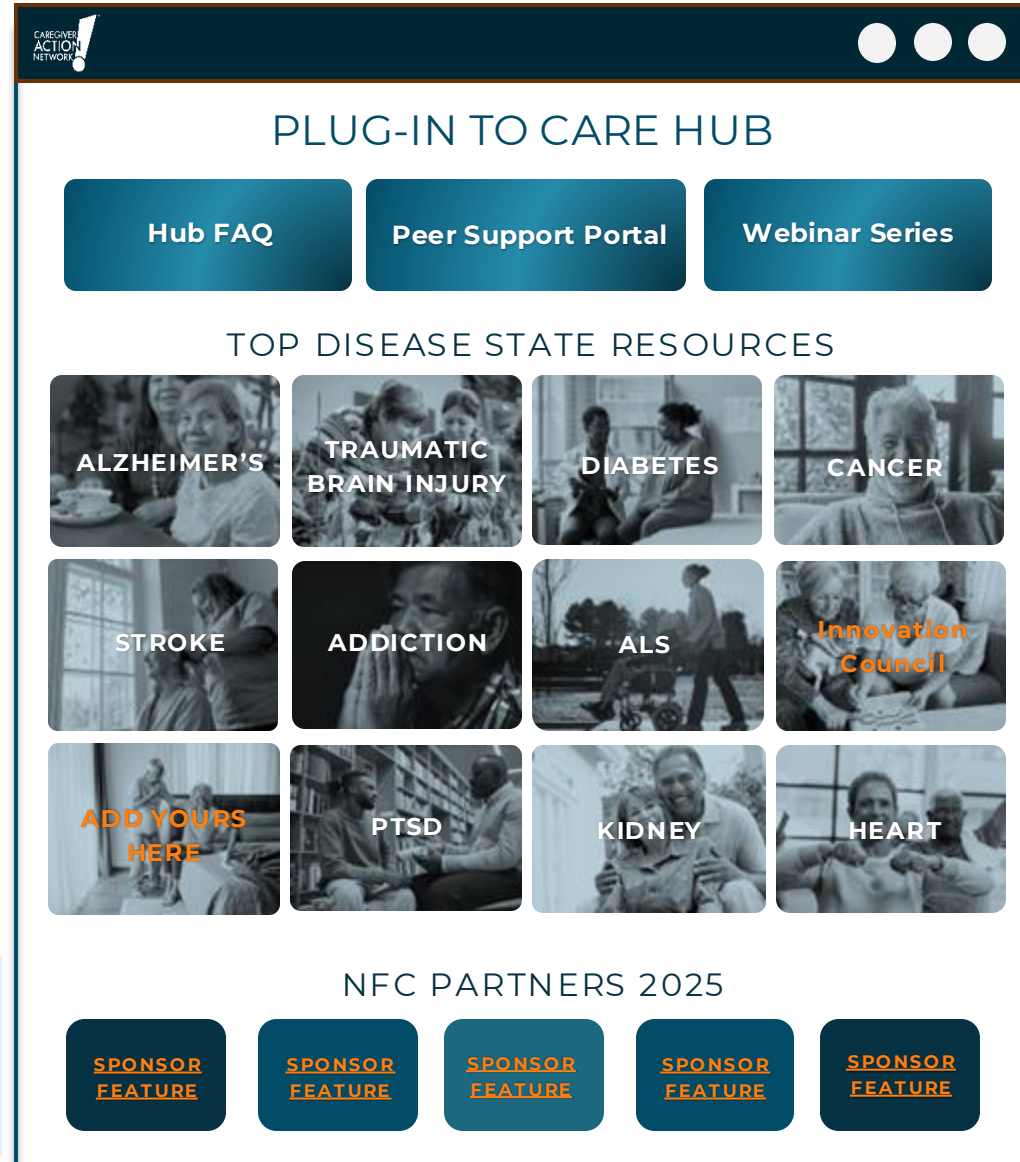
NFC Month Caregiver Hub

The go-to destination for the Plug-in to Care campaign.

Links to **supporting resources** on CAN's website

Links to **individual landing pages for sponsored disease states**. Landing page includes partner content of their choice.

Dedicated **sponsor page** on CAN's website



Disease states listed are for illustrative purposes only.

Plug-in to Care Webinar Series



We will present a webinar series on topics that help caregivers plug-in to care resources. Potential webinar topics include:

- **Care FAQ:** What to Know About Caregiver Resource Navigation
- **Working Caregivers:** Role of Caregiver ERGs and workplace policy
- **Peer Support for Caregivers:** Kindly Human collaboration and CAN support groups
- **Intergenerational Caregiving:** Navigating care across generations
- **Advocacy Training:** Empowering caregivers to use their outside voice

Next Steps

Determine Your Sponsorship Commitment

Review the sponsorship opportunities and select the level that aligns with your organization's goals and values in supporting family caregivers.

Confirm Participation & Request Formal Letter of Request

Let us know of your intent to participate and request a formal letter of request and sponsorship packet for your internal approval or processing.

Finalize Agreement & Payment

CAN will provide a brief sponsorship agreement and corresponding invoice. Upon execution, sponsorship benefits and campaign integration will begin.

Post-Campaign Impact & Acknowledgment

Following the conclusion of National Family Caregivers Month, sponsors will receive a summary of campaign reach and performance. Higher-tier sponsors will also receive a custom analytics report outlining engagement and impact.





Community Sponsor | No Cost

Patient Advocacy Groups can participate in the campaign for free as an NFC Month partner.

- Recognition on CaregiverAction.org as a CAN partner and organization that supports caregivers. Listing includes the organization's name and link to their website. Only 501 c 3 organizations are eligible to be listed.
- Community Sponsors agree to share CAN's "Plug-in to Care" posts on their social media.

Q & A



Thanks for joining us!



Stay Connected



www.CaregiverAction.org



855-227-3640



info@CaregiverAction.org



[@CaregiverActionNetwork](https://www.facebook.com/CaregiverActionNetwork)



[@Caregiver-Action-Network](https://www.linkedin.com/company/Caregiver-Action-Network)



[@CaregiverAction](https://www.instagram.com/CaregiverAction)



[@CaregiverAction](https://twitter.com/CaregiverAction)