



# AARP EMPLOYER PLEDGE PROGRAM

By 2022, workers 50+ will make up 35% of the workforce—and that’s good news for employers poised to leverage the value experienced workers bring to the table. Older workers are a critical component of a high-performing workforce, given their documented levels of engagement, stability, productivity and experience. Historically low unemployment rates and shifting demographic trends create a business imperative for the conscious inclusion of workers across the age spectrum—from the youngest entrants to the oldest contributors. The multigenerational workforce is here to stay. It’s time to start leveraging it.

The **AARP Employer Pledge Program** is a nationwide group of employers that stand with AARP in affirming the value of experienced workers and are committed to developing diverse organizations.

Participating employers publicly affirm that they:

- Believe in equal opportunity for all workers, regardless of age
- Believe that 50+ workers should have a level playing field in their ability to compete for and obtain jobs
- Recognize the value of experienced workers
- Recruit across diverse age groups and consider all applicants on an equal basis

## PROGRAM BENEFITS:



Use of AARP Employer Pledge Signer seal on recruitment materials and website



Opportunity to network with other Pledge Signers



Receive discounts on job postings and distinction within search results on the AARP Job Board



Recognition of your commitment to experienced workers and equal opportunity for all workers, regardless of age



Exclusive participation in AARP Online Career Networking Expos and opportunities to connect with job seekers



Action plan for building an age-inclusive workforce



Opportunity to present on AARP Work Webinars to showcase your company and expertise in front of job seekers



Presentations and customizable decks by AARP experts on workforce topics of interest for employees, retirement, caregiving, HR professionals and upper management



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