

November is National Family Caregivers Month — a time to honor and celebrate the 63 million family caregivers who provide ongoing, complex care across the U.S. valued at more than \$600 billion each year.

This year's theme, ***Plug in to Care***, is a call to action: For caregivers to connect to the resources and systems that sustain them. For individuals and communities to support caregivers in daily life. For policymakers to ensure innovations in care are not only supported, but also funded and accessible for all.

In this toolkit you will find:

- 2025 themes
- Key messages and updated family caregiving data from Caregiving in the US 2025
- Sample social media posts and graphics
- Template Letters to the editor

The [National Alliance for Caregiving](https://www.caregiving.org) created this toolkit to raise awareness of the importance, vital role, and needs of family caregivers throughout the month of November.

Thank you for your support as we work together to uplift family caregivers. Together, we can turn recognition into action.

If you have any questions, please reach out to Davisha Davis at Davisha@caregiving.org.

2025: THEMES

This year's theme, *Plug in to Care*, is a call to action: For caregivers to connect to the resources and systems that sustain them. For individuals and communities to support caregivers in daily life. For policymakers to ensure innovations in care are not only supported, but also funded and accessible for all. Below are the *Plug in to Care* themes we are leveraging this month.

Plug in to Policy

Caregivers need bold action from Congress and state leaders. From the Older Americans Act to Medicare reforms, policy must keep pace with the reality of 63 million caregivers.

Plug in to Support

Caregivers are asking for respite, tax credits, and assessments that give them the tools to sustain their health and well-being.

Plug in to Solutions

Workplaces and communities must create environments where caregiving is supported — with paid leave, flexible schedules, and local resources that ease the load.

Plug in to Innovation

New technologies and care models must be funded and delivered in ways that ensure caregivers across communities can benefit.

Plug in to Equity

Caregiving touches every demographic, but the burdens are heaviest for Black, Latino, rural, and younger caregivers. Solutions must center equity if they are to succeed.

Plug in to Narrative Change

Real change begins when family caregivers share their stories to shift perceptions, inspiring understanding, and driving action through the power of personal experience.

2025: KEY MESSAGES & FAMILY CAREGIVING DATA

These key messages and family caregiving data from Caregiving in the US 2025 provide essential facts and insights about our nation's 63 million family caregivers. Use these messages and data points to strengthen your National Family Caregivers Month outreach whether crafting social posts, talking points, and materials to raise awareness, share caregivers' realities, and inspire greater recognition and support.

Dramatic Growth: A near 50% increase in family caregivers since 2015 — rising from 43 million to 63 million in 2025. One in four adults is a family caregiver.

Diversity: 61% are women, 39% men. The average age of 51. One in three are under age 50. One in 10 identifies as LGBTQ+. The number of Hispanic/Latino, Black, Asian American, Native Hawaiian, and Pacific Islander caregivers has grown significantly in the past five years.

Workplace Strain: 61% say caregiving impacts their work life. 50% of working caregivers now have access to paid leave (up sharply from 2015), but disparities remain, especially for hourly and lower-wage workers.

Financial Pressure: 47% report negative financial impacts, especially pronounced among Black, Latino, and rural caregivers. Nearly 25% have taken on more debt due to caregiving.

High Intensity Care: 24% provide 40+ hours of care weekly. More than 4 in 10 caregivers are in high-intensity situations.

Emotional Stress: Two-thirds report moderate to high emotional stress; 1 in 4 feel isolated.

Meaning & Purpose: 51% of caregivers report a strong sense of purpose despite financial and emotional strain.

[Source: Caregiving in the US 2025](#)

2025: SAMPLE SOCIAL MEDIA

This toolkit includes sample social media copy and shareable graphics to help amplify your National Family Caregivers Month efforts. Use these ready-to-go materials to highlight key data and engage your community in spreading awareness and support throughout November.

Hashtag Recommendations

#PlugInToCare
#FamilyCaregiversMonth
#CaregiversMatter
#CaregiverVoices
#SupportCaregivers

Sharable Graphics

Graphics are available for download and use in [this google drive](#).

Sample Posts

Short Form: Twitter/X and BlueSky

- Family caregiving has grown 45% since 2015. That's 63 million people providing \$600B in unpaid care. It's time to #PlugInToCare with policies that match the reality caregivers face. #FamilyCaregiversMonth
- 1 in 4 caregivers provide 40+ hours of care each week — the equivalent of a full-time job. Families need support. This November let's #PlugInToCare. #CaregiversMatter
- Caregivers are diverse: 1 in 10 identify as LGBTQ+, and the number of Black, Latino, and AANHPI caregivers has grown significantly. Equity matters. #PlugInToCare #FamilyCaregiversMonth
- 61% of caregivers say their work life is impacted by caregiving. Paid leave and workplace flexibility aren't perks — they're lifelines. #PlugInToCare

Medium Form: LinkedIn/Facebook

November is National Family Caregivers Month

Family caregivers are the invisible backbone of our health system and economy. In 2025, 63 million Americans provide \$600 billion in unpaid care. We are calling on communities and policymakers to #PlugInToCare with real solutions, support, and equity during this #FamilyCaregiversMonth.

Family Caregivers Month: Plug in to Policy

63 million Americans provide \$600B in unpaid care each year. That number has grown by 45% since 2015, yet policy has not kept pace. Reauthorizing the Older Americans Act, protecting Medicare, and advancing caregiver protections are essential to make caregiving sustainable. This November, we call on lawmakers to #PlugInToCare with bold action.

Family Caregivers Month: Plug in to Solutions

Caregivers are also workers. 61% say their jobs are impacted by caregiving, and nearly half experience financial strain. Workplace policies like paid leave, telework options, and caregiver assistance programs are critical to keeping families and businesses strong. We need solutions that support the norm, not the exception. #PlugInToCare

Family Caregivers Month: Plug in to Support

Nearly 1 in 4 caregivers provide 40+ hours of care each week, often with little respite or training. Caregiver assessments and respite care can give families the breathing room they need. This National Family Caregivers Month, let's #PlugInToCare with real tools to sustain caregivers.

Family Caregivers Month: Plug in to Innovation

Technology and new care models have the potential to transform the caregiving experience. But innovation only matters if it's accessible. We need funding, policies, and delivery systems that ensure diverse caregivers benefit from new solutions. Let's #PlugInToCare by making innovation work for everyone.

Read more about our direction and policy aims at

<https://www.caregiving.org/policy-agenda>

Family Caregivers Month: Plug in to Equity

Caregiving doesn't look the same for everyone. Black, Latino, and rural caregivers report the highest levels of financial strain. Younger and LGBTQ+ caregivers are carrying growing responsibilities. Equity must be at the heart of caregiving policy and support. #PlugInToCare

Family caregivers are a broad coalition. See the latest data on who they are, visit

<https://www.caregivingintheus.org/>

Family Caregivers Month: Plug in to Narrative Change

Change begins when family caregivers share their stories to shift perceptions, inspiring understanding, and driving action through the power of personal experience. Let's #PlugInToCare by centering the lived experience of family caregivers and sharing our stories.

Share your story at <https://www.caregiving.org/share-your-story>

Long Form: Instagram/LinkedIn

Welcome to National Family Caregivers Month

November is here, and with it comes a moment to pause, reflect, and act. National Family Caregivers Month is our chance to honor the millions of people who provide care to loved ones every day.

This year's theme is Plug in to Care. It's more than a slogan. It's a call to action. Caregivers are asking for connections to real support systems, and they deserve to know they are not alone. Communities and individuals can step up to help. And policymakers have a responsibility to fund and sustain caregiving as part of our nation's infrastructure.

We are grateful for every story of resilience, every sacrifice, and every act of dignity that caregivers bring to the people they love. But gratitude isn't enough. Recognition must be paired with action.

This month, we invite you to join us in lifting up caregivers' voices and pushing for solutions. Let's Plug in to Care — and make sure caregivers have the recognition, resources, and respect they deserve.

National Family Caregivers Month: Plug in to Care

Caregiving in the US 2025 shows us that 63 million Americans are providing care valued at \$600 billion each year. That's a 45% increase since 2015.

This year's theme for National Family Caregivers Month is Plug in to Care. It's a call to action that invites us all to connect in meaningful ways.

Plug in to Policy by pushing for bold federal action that ensures caregiving is sustainable.

Plug in to Solutions by creating workplaces and communities where caregivers have the flexibility and support they need.

Plug in to Support by expanding respite care, training, and tax credits.

Plug in to Innovation by ensuring new technologies and care models are accessible to every caregiver.

Plug in to Equity by centering caregivers in underserved and diverse communities.

Plug in to Narrative Change by sharing your story.

This November, let's honor family caregivers not only with recognition but with action.

2025: TEMPLATE LETTERS TO THE EDITOR

Option 1: For Organizations or Individuals

Headline suggestion: Plug in to Care: Recognizing Family Caregivers This November

November is National Family Caregivers Month, a time to honor the 63 million Americans providing \$600 billion worth of unpaid care every year. Caregivers are the backbone of our communities, yet too often, they face overwhelming stress, financial strain, and isolation.

Here in [COMMUNITY], family caregivers are balancing work and caregiving, often with little support. One in four provides 40 or more hours of care weekly. Nearly half report negative financial impacts, with strain especially high for caregivers in [communities of color and rural areas, or replace with another stat].

What does that mean for us? It's time for us to support the people who keep our community working. The people who keep our friends and family around, help them participate, and make [COMMUNITY] a place we all love.

It's time to ensure caregivers have the resources, workplace protections, and policy support they deserve. We need to recognize caregivers and push for the supports that make caregiving sustainable, equitable, and dignified.

Sincerely,

[Your Name/Organization]

[City, State]

Option 2: For Organizations or Individuals

Headline suggestion: Let's Not Forget the Family Caregivers in Our Community

Dear Editor,

November is National Family Caregivers Month. It's a time to pause and think about the people in our neighborhoods who are quietly doing one of the hardest jobs there is, caring for a loved one.

Caregiving typically doesn't come with a paycheck or a benefits package. It comes with new responsibilities that mean putting someone else's needs before your own, day after day.

And way too often, it comes without the support people need to be able to step back from work.

Whether it's a spouse helping their partner through illness, a parent caring for a child with disabilities, or an adult child making sure an aging parent is safe, these family caregivers are the true heroes among us.

And the truth is that caregivers need help. Help at work, here in the community, and from our leaders who are eyeing cuts to programs that give respite and relief. And from the rest of us, sometimes they just need to know that we see what they're doing, and we value the difference it makes.

Sincerely,

[Your Name/Organization]

[City, State]

Option 3: For Individuals

Dear Editor,

I am writing to share my experience as a family caregiver during National Family Caregivers Month. My caregiving story is this:

[Insert your story here. Who do you care for? How did it begin? What challenges have you faced? What does a typical day look like? Share as much or as little detail as you feel comfortable.]

Being a caregiver has changed my life. It is rewarding in ways I could never have imagined, but it also comes with sacrifices, in time, money, and health. Too often, caregivers like me feel invisible.

I believe what would make the biggest difference is:

[Insert your request here. It could be more workplace flexibility, respite programs, financial support, or simply greater recognition for the work caregivers do.]

This November, as we recognize family caregivers across the country, I hope our community will not only appreciate the value of caregiving but also join me in advocating for genuine support for those who provide it.

Sincerely,

[Your Name]

[City, State]