

SAVvy DAY 2026 NATIONAL IMPACT REPORT

The Multiplier Effect of Global
Solo Aging Visibility & Activism



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EXECUTIVE SUMMARY: A GRASSROOTS MILESTONE

The third annual **SAVvy Day (Solo Aging Visibility Day)**, held on Wednesday, May 13, 2026, marked a historical milestone in the national solo aging movement. Shifting the public conversation away from deficit-based fear and intentionally toward community empowerment, structured agency, and systemic support frameworks, the initiative mobilized 27 core community partners and 23 dedicated solo ambassadors to anchor local programs, toolkits, and interactive assets spanning from San Francisco to Ecuador.

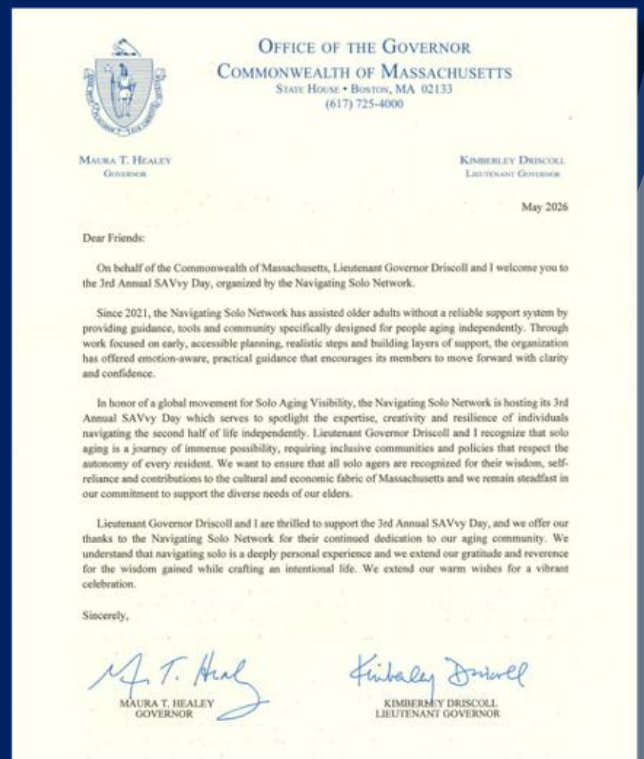
This report compiles both quantitative website telemetry and qualitative grassroots narratives to demonstrate the "multiplier effect" of collective advocacy, proving that when solo agers are provided with practical navigation tools, they eagerly take control of their future.

Official Commendation and Executive Validation

Underscoring the systemic significance of this movement, the Commonwealth of Massachusetts officially recognized the initiative. A formal, signed greeting letter from the Massachusetts Governor and Lieutenant Governor validated the vital socio-economic and human necessity of solo aging frameworks, providing substantial structural backing for our ongoing national advocacy.

“ Thank you for leading the way. Our solo aging work is still taking shape... ”

– Sarah Davis, SALSA Collective Impact
(Successfully Aging and Living in San Antonio)



THE STRATEGIC ENGINE: THE 2026 VISIBILITY TOOLKIT

The massive scale and unified voice of **SAVvy Day 2026** were driven directly by a proprietary, 36-page **Visibility Campaign Toolkit** distributed globally to partners and ambassadors. Anchored by the core framework: *Thrive. Belong. Lead. Advocate.*, the toolkit was meticulously designed to embed emotional awareness, possibility-focused language, and personal agency into every localized message.

By equipping the global network with turnkey social media frameworks, unified campaign hashtags and a curated library of essential solo aging literature, the toolkit empowered regional leaders to confidently wave the solo flag. This structured outreach generated massive regional echo chambers - such as the team at Childfree Wealth, who reported over 2,000+ direct social media impressions, multiplying the visibility of the campaign to highly targeted demographics and driving high-intent engagement back to our primary platforms.



Digital Analytics: Sustained Movement Traffic

The campaign's digital architecture served as an accessible, high-traffic sanctuary for proactive navigation. Telemetry data from our Navigating Solo™ Network website demonstrates a massive, highly successful wave of engagement that more than tripled our typical web presence, proving deep resonance across both individual consumer and organizational levels.

+225%

WEEK-OVER-WEEK TRAFFIC SURGE

+56%

DAY-OVER-DAY PAGEVIEW SPIKE

INTERACTIVE GATEWAY / ASSET	SAVVY DAY PEAK (MAY 13)	SAVVY WEEK TOTAL (MAY 11-15)	STRATEGIC TAKEAWAY
Campaign Central Hubs SAVVy Day Landing Page & Mosaic Redirects	313 Views	733 Views	Global users heavily utilized central toolkits to engage with the day.
Core Platform Infrastructure The Navigating Solo™ Main Ecosystem	205 Views	648 Views	The Big Win: Users deep-dived into the main network, building long-term equity.
Action & Engagement Channels Events Calendar & Planning Tools	122 Views	366 Views	High-intent navigation showing active planning steps and seeking panels.

Behavioral Action: The Visibility Wall & Pledges

2026 Visibility Pledge & Wall

Standing in Solidarity: Our Growing Community of Intentional Solo Agers

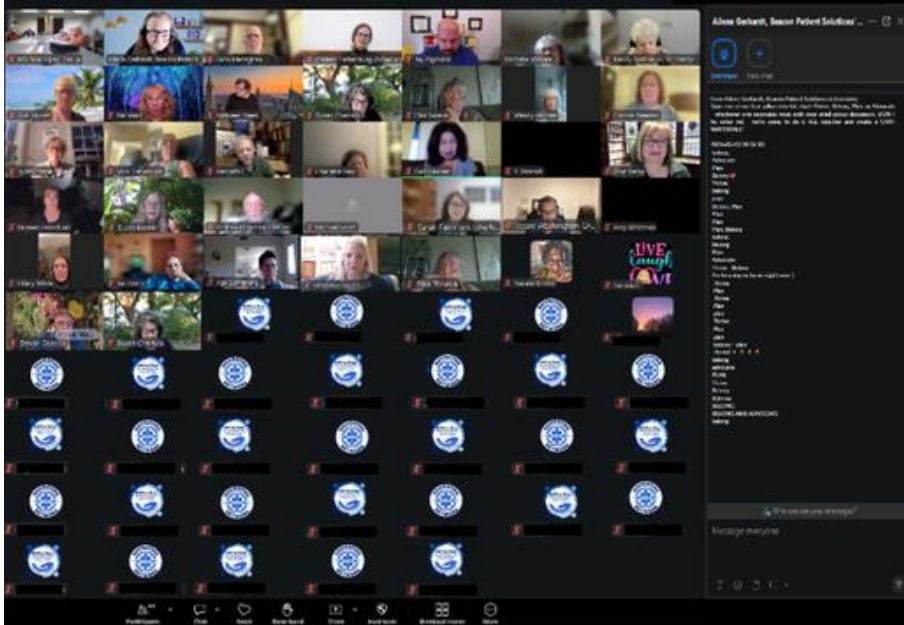
Each name below represents a commitment to visibility, planning, and mutual support.

Kimo Crossman, San Francisco, CA	Maura Lessard, Longmeadow, MA	Charlene Neu, Milton, MA	Patricia C., Stamford, CT
Michele Anstett, Holyoke, MA	Colleen Eschenburg, Cuenca, Ecuador	Karen Morrione, Stone Mtn, Georgia	
Joanna Behrens, Star Valley Ranch, Wyoming	Andrew Lippman, Carlsbad, CA	Ailene Gerhardt, Boston, Massachusetts	
Louise P, Massachusetts	Lori S, Modesto, CA	Ann D, Milton, MA	Joseph Cafasso, Malden, MA
Marta Montoro, United States	Ava Hacker, Hartford, CT	Nancy Helgeson, San Diego, CA	Nancy Ruffner, Pendleton, SC
Charlie Daniels, Massachusetts	Lisa Rand, Tucson, AZ	Michael Splaine, Columbia, Maryland	Julie O., Miramar, FL

True empowerment manifests as behavioral action. Moving beyond passive consumption, the 2026 launch of the online **Visibility Wall** captured 22 tangible, forward-looking personal pledges left by solo agers declaring formal accountability over their legal, medical, and social safety nets.

THE LIVE GLOBAL CELEBRATION

Our signature live **SAVvy Day Online Celebration** brought together 126 interactive registrants connecting simultaneously from multiple continents. Moving past standard webinar fatigue, the session became a vibrant venue for real-time emotional connection.



The "Chat Waterfall:"

The online celebration featured an emotional 'chat waterfall' where attendees simultaneously flooded the chat sidebar with deeply personal reflections, creating a powerful, real-time wave of global solo visibility and mutual support.

Voice of the Community: What Was Most Valuable

Feedback collected directly from live celebration registrants underscores the deep emotional resonance of the program. For many, the session provided validation and relief:

"It feels so good to know I'm not alone in this journey!! Thank you!"

"The focus on practical tools rather than just discussing the worries of aging solo gave me a definitive path forward."

"I enjoyed seeing and hearing from all of the people in the same boat."

Watch & Listen On-Demand Framework: The live celebration recording has been permanently deployed across high-impact media streams to drive continuous inbound traffic to our resource ecosystem.

- **Experience the Event Visually:** Stream the full celebration on our YouTube Channel.
- **Listen on the Go:** Tune into our audio broadcast featured as a special edition of **The Navigating Solo™ Podcast** on Apple Podcasts, Spotify, or your favorite platform.

INSTITUTIONAL MOBILIZATION: THE PARTNER MULTIPLIER

By leveraging our campaign toolkit, our partner network successfully expanded our message into deep regional institutions, scaling our overall reach to thousands of lives:

Partner Spotlight: DOROT (New York)

- **Total Unique Day-of Participants:** 681 individuals engaged across a full day of dedicated solo aging curriculum spanning emergency planning, legacy, policy, and decluttering.
- **High-Engagement Learners:** 138 individuals dedicated their day to attending 4 or 5 entire sessions back-to-back.

Partner Spotlight: PSS Life! University (New York)

- **The Metrics:** 62 registered individuals and 32 live attendees gathered for a technical, expert panel addressing structural aging barriers.
- **Sustained On-Demand Mileage:** As noted by Program Manager Jeff Nesler, the session recording is hosted permanently in their Online Learning Center and YouTube channel, ensuring ongoing, on-demand education.
- **The Strategic Focus:** Moderator Wendl Kornfeld highlighted the session's ability to cover critical planning topics with levity while introducing vital, overlooked solo tools like pet care planning and death doulas, noting: "People want tools."

Financial Advocacy, National Networks & Cross-Cultural Synergy

Partner Spotlight: Childfree Wealth (Tennessee)

- **Direct Pro-Bono Action:** Conducted 15 intensive, completely free financial planning consultations specifically reserved for childfree individuals who could not otherwise afford traditional advisory services
- **Strategic Alignment:** By focusing directly on future economic autonomy and legal-financial resilience, this initiative directly addressed the systemic lack of estate and asset navigation resources often accessible to solo agers.

Professional Outreach Spotlight: Financial & Community Infrastructure Proud Ambassador Lead: Andrew Lippman (California)

Target Access Vectors: Regional Chambers of Commerce, Senior Centers, and Professional Service Networks.

- **Physical Infrastructure Asset Deployment:** Distributed nearly 100 targeted campaign flyers alongside branded navigation business cards featuring direct QR codes routing local communities back to the **Where Do I Start?™ Planning Tool**.



- **Systemic Local Traction:** Generated immediate local market resonance, resulting in multiple future senior programs and solo aging speaking engagements booked or currently in development.

National Network Mobilization: Scaling Community Infrastructure

By leveraging our campaign frameworks, major national aging organizations bypassed traditional institutional silos to deliver practical resources directly to localized communities:

- **Village to Village Network:** Mobilized its vast nationwide infrastructure to amplify **SAVvy Day**, distributing digital campaign assets and curated planning resources directly to grassroots "Villages" across the country.
- **SAGE & SAGEYou Platform:** Promoted campaign messaging across their newly launched virtual platform, SAGEYou, specifically connecting LGBTQ+ older adults and allies to the Navigating Solo™ Network event ecosystem. Furthering the campaign's timeline, they anchored high-intent community spaces - including a dedicated Lavender Lounge Mixer on May 14th featuring creative writing prompts and intentional conversation over Zoom - proving how naturally solo aging frameworks integrate into diverse, identity-affirming spaces.

International Spotlight: Continuity & Resilience Abroad (Ecuador)

The message of **SAVvy Day** successfully crossed international borders through the dedicated work of our global network. In Cuenca, Ecuador, Proud Ambassador Colleen Eschenburg facilitated deep cross-cultural dialogues across both an in-person gathering (7 participants) and a highly interactive online conversational space (16 registrants).

- **Deep Discussion Threads:** Bypassing standard digital noise, Colleen facilitated 4 massive expat community online discussion threads that averaged 40+ highly active, deeply reflective comments each.
- **The Lived Outcomes:** The dialogue naturally opened into healthcare navigation, emergency preparedness, and cross-cultural resilience abroad. Participants left expressing profound feelings of "hopefulness," "inspiration," and "heartwarming connection."

The Cross-Pollination Victory: In a beautiful demonstration of global networking, a solo ager who first connected in Ailene's primary SAVvy Day Celebration breakout rooms on May 13th later crossed over to join Colleen's Ecuador conversation circle on May 17th, bringing rich perspective into the space. This is definitive proof that the Navigating Solo™ Network is helping individuals find one another across vast geographical distances.

“*One thing that became very clear through all of this is that many people are hungry not only for practical information around solo aging and life abroad, but also for more intentional spaces for reflection, meaningful dialogue, continuity, mutual support, and grounded community connection.*

One especially meaningful moment for me personally was seeing how quickly genuine networking and continuity could emerge through these spaces.”

Colleen Eschenburg, Proud Ambassador, Ecuador

WHAT VISIBILITY MEANS & THE PATH FORWARD



A sample of social media posts by our partners

The Meaning of Visibility

To truly understand the impact of **SAVvy Day**, we asked our community partners, proud ambassadors, and registrants what "visibility" means to them. Their reflections define the true heart and purpose of this entire movement:

From Our Community Partners & Proud Ambassadors

- *"Visibility means changing the cultural mirror. It means shifting from a culture that looks at solo agers with pity or worry, and instead seeing them as powerful, intentional architects of their own future safety nets."*
- *"To me, visibility means institutional validation. It means senior centers, financial planners, and policymakers finally recognizing that solo aging is a normal, vibrant path that requires its own unique, dedicated infrastructure."*

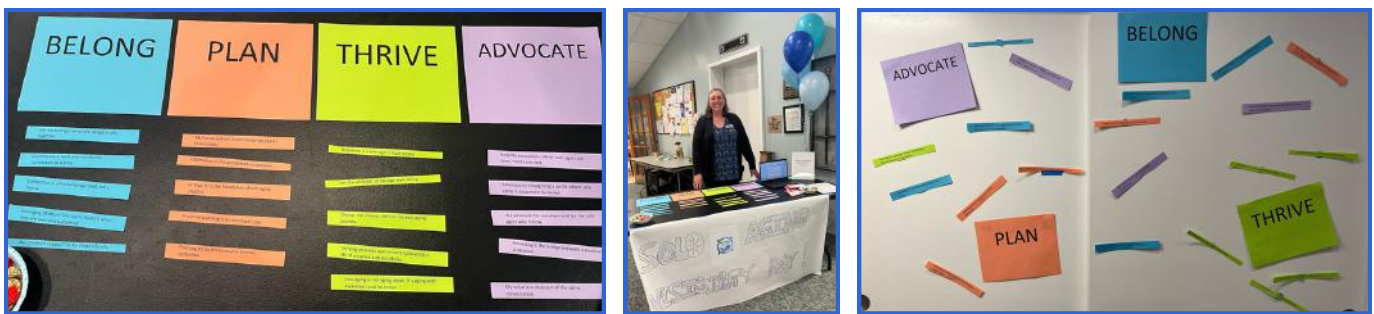
From Our Registrants & Solo Agers

- *"Visibility means I don't have to hide my circumstances or feel like I failed because I don't have a traditional family structure. It means being seen as whole, prepared, and capable."*
- *"It means my peace of mind matters to the community at large. Knowing there is a whole network waving this flag makes me feel fundamentally safer."*

GRASSROOTS INNOVATION SPOTLIGHT: NORFOLK, MA

Community Partner Lead: Norfolk Senior Center (Massachusetts)

Highlighting the magnificent flexibility and universal utility of the movement, the Norfolk Senior Center (Norfolk, MA) intentionally bypassed technology limitations for their members by recreating our digital Mosaic as a physical, in-person interactive art installation.



Under the banner "Share Your Truths," members physically pinned their lived experiences directly to the center's wall, beautifully capturing the emotional spectrum of the solo journey.

Vulnerable concerns regarding health and cognitive longevity sat side-by-side with proud declarations of strength and proactive agency:

- **Navigating Vulnerability:** "I worry about being alone if I fall or get sick." / "Worry about who will look out for me if my memory fails."
- **Embracing Possibility:** "Grateful for good health." / "I feel empowered to take control of my future alignment."

This grassroots innovation guaranteed that "non-tech-savvy" community members were fully seen, heard, and honored on **SAVvy Day**, proving that true visibility is ultimately about human connection, emotional honesty, and mutual support rather than digital literacy.

LOOKING AHEAD: THE NEXT PHASE OF PLANNING

The data, visuals, and stories compiled across **SAVvy Week 2026** prove that solo agers are not waiting for solutions, they are actively seeking them out. As our comprehensive national community survey officially concludes, these metrics and multi-media archives will serve as the core baseline for our upcoming National Blueprint White Paper.



Thank you to every Proud Ambassador, Community Partner, and confident solo advocate who waved the flag with us this year. Together, we are changing the landscape of aging.

SAVE THE DATE:
4th Annual SAVvy Day: Solo Aging Visibility Day,
May 12, 2027

*To stay connected with our community all year long,
join our mailing list: [NavigatingSolo.com!](https://navigatingsolo.com)*

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The NAVIGATING SOLO™ NETWORK

The Navigating Solo™ Network empowers, connects, and supports older adults who are without the reliable support of adult children or close family members by providing emotion-aware guidance, community, resources, and advocacy to help solo agers thrive.



[NavigatingSolo.com](https://www.NavigatingSolo.com)