



Protect the care New Jersey seniors deserve.

A step-by-step guide and toolkit for HCANJ facilities to recruit staff, families, and friends to sign the listentousnj.org pledge before the 2026 June budget reconciliation.

Funding equals quality care.



TAKE ACTION NOW

listentousnj.org

SIGN → SHARE → BUILD MOMENTUM → STAY CONNECTED

HCANJ 2026 FAIR
MEDICAID
FUNDING PLEDGE
GUIDE



Long term care isn't a budget line item.

It's a lifeline.

Every budget season in Trenton brings the same challenge: securing the funding long term care providers need to deliver quality care. And every year, HCANJ is there – advocating so you can focus on what matters most: caring for New Jersey's seniors and supporting their families.

This work is about more than beds and budgets. It's about helping people live with dignity – feeling seen, safe, and supported.

As New Jersey's FY 2027 budget negotiations continue, we need every HCANJ member to speak out for the seniors and families who rely on your care, and for the professionals who deliver it every day.

Nursing home care remains undervalued in public policy, despite serving some of the most medically complex residents in the state. These individuals require 24/7 skilled care – care that most families cannot provide at home.

This year, we're asking you to **help us collect signatures on the listentousnj.org pledge** from everyone connected to your facility. Signatures will be presented to policymakers during the 2026 budget reconciliation.

No single facility can shift this conversation alone — but together, our members speak with one strong, unified voice.



Andy Aronson
President & CEO

What your signature supports

We've outlined four priorities for Trenton.

When HCANJ members act together, it shows policymakers that support for long term care is broad and statewide. As the budget is finalized, this is the moment to make that support visible.

These four priorities outline what we're asking state leaders to address. Every signature on the pledge reinforces that these issues matter across New Jersey.

#1

Fund the true cost of care

Ensure Medicaid covers the full cost of quality care, closing the ~30% gap with surrounding states and supporting stability for New Jersey facilities.

#2

Create a fair reimbursement formula

Create a system that provides predictable funding and clearly supports the cost of quality care.

#3

Partner, don't just regulate

Strengthen collaboration between providers and regulators with a focus on quality and outcomes.

#4

Modernize the rulebook

Remove outdated or duplicative requirements so staff can focus more time on care.

This is the statement supporters are signing:



"I believe New Jersey's nursing homes are essential to our state's healthcare system. Our Medicaid funding gap is growing — and residents, workers, and families are paying the price. I support fair funding that reflects the true cost of care, because New Jersey's most vulnerable deserve nothing less."

ADD YOUR NAME



LISTENTOUSNJ.ORG

Getting started

The 2026 NJ budget is being finalized now.

SIGN → SHARE → BUILD MOMENTUM → STAY CONNECTED

01

Sign

Add your own name to the pledge at listentousnj.org.

02

Share

Bring it to your team, families, and volunteers.

03

Build Momentum

Keep the campaign visible and drive participation each week.

04

Stay Connected

Watch for HCANJ Advocacy Alerts for updates and statewide progress.

This is a short campaign: launch this week, build participation over the next two weeks, and keep momentum going through budget finalization.

**Take Action. Add Your Voice.
Tell Decision-Makers Where You Stand.**

I believe New Jersey's nursing homes are essential to our state's healthcare system. Our Medicaid funding gap is growing — and residents, workers, and families are paying the price. I support fair funding that reflects the true cost of care, because New Jersey's most vulnerable deserve nothing less.

First Name Last Name

Email

Phone Number Zip Code

Why do you support this effort?

Which facility are you connected to

By signing this pledge, I affirm my support for sustainable, fairly funded long term care in New Jersey.

SUBMIT

Signatures will be formally presented to policymakers during the 2026 budget reconciliation process.

TAKE ACTION TODAY

- Sign the pledge
- Share it with 2 people
- Keep it going



listentousnj.org

Mobile friendly. Under two minutes.
No app or account required.

Social Media Content

Content you can use today

Social media helps build visible, statewide support — and decision makers are watching. Use these sample posts to sign, share, and keep the campaign moving.

FACEBOOK / LINKEDIN **1-2 PARAGRAPHS**

Nursing homes in New Jersey care for 50,000 residents every day – but Medicaid covers only 82¢ of every dollar of care, and rates lag neighboring states by up to 30%. I see what this means firsthand.

Sign the pledge for fair funding in the 2026 budget 🗳️ listentousnj.org
#ListenToUsNJ

INSTAGRAM / THREADS **60 WORDS**

3 of 4 nursing home residents in NJ rely on Medicaid. Medicaid covers 82% of the cost of care and the gap keeps growing. I signed the pledge for fair long term care funding

Take 2 minutes 🗳️ listentousnj.org

#ListenToUsNJ #LongTermCare #NewJersey

TEXT / SMS **1 LINE**

Hi – Do you have 2 minutes to help NJ seniors? Sign this pledge for fair nursing home funding: listentousnj.org. Feel free to pass it on.

FAMILY EMAIL **SUBJECT + 3 LINES**

Subject: A small ask on behalf of your loved one.

If the care here has ever meant something to your family, please add your name to the listentousnj.org pledge before the state's 2026 budget is finalized. Two minutes, zero cost, real impact.

STAFF ALL-HANDS **4 LINES**

Team – we're asking every employee to sign the listentousnj.org pledge this week. Let's how how much support there is for closing the Medicaid funding gap!

Takes under two minutes on your phone.

Thank you.

VOLUNTEER NEWSLETTER **50 WORDS**

You give your time to the people our long term care system serves. Now we're asking for 2 minutes of it online.

Sign the listentousnj.org pledge and help close New Jersey's Medicaid funding gap – before the 2026 budget is locked in.

HASHTAG KIT

- #ListenToUsNJ
- #FundingEqualsCare
- #NJSeniors
- #LongTermCare
- #HCANJ
- #NJBudget2026

TAG
@HCANJ

FAQs

Who can sign the pledge?

Anyone 18+ connected to a long term care facility in NJ — staff, family members, friends, and volunteers. Do not solicit signatures from residents.

Is any personal info shared publicly?

No. Names and addresses help show where support is coming from across New Jersey. This information is not publicly posted.

When is the pledge delivered?

Signatures are compiled and presented to policymakers during the 2026 budget reconciliation process — typically by the end of June.

How many signatures is "enough" for my facility?

A strong baseline is 2x your staff count. Facilities with engaged family councils often reach 3–5x.

Do signers have to be NJ residents?

No. Anyone connected to a New Jersey long term care facility can sign — including out-of-state family members.

If you're signing from outside New Jersey, please include the name of the facility you're connected to so your support is properly reflected.

What if someone wants to help more?

Ask them to share the link, post on social using #ListenToUsNJ, or connect with HCANJ about upcoming advocacy opportunities.

Can a resident sign?

This campaign is for staff, families, volunteers, and facility stakeholders. Do not solicit residents; only support those who proactively ask to participate.

Campaign Resources

Print and post what works best for your facility.

The following pages include printable materials flyers you can use in staff areas, family areas, and common spaces to keep the pledge visible.

The goal is simple: make it easy for anyone to scan, sign, and share in under two minutes



The Problem

by the numbers.

New Jersey's nursing homes provide around-the-clock care for those who need it most. **But Medicaid—the primary payer—covers only 82-86% of the actual cost of care.**

In New Jersey, Medicaid reimbursement rates average up to 30% lower than those in nearby states.

The gap is real, and it's growing. But closing it is within reach.

3 of 4 NJ nursing home residents rely on Medicaid	82% Of the actual cost of care that Medicaid covers	+31% Growth in NJ's senior population since 2010	-30% NJ daily rate vs. neighboring states	+44% Projected growth in NJ seniors 85+ next decade
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WHAT THIS MEANS

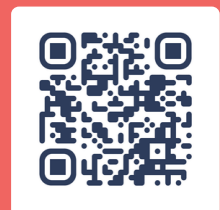
When Medicaid funding falls short, it impacts care, staffing, and safety.

Nursing homes cannot choose their residents' payer. When rates don't match the cost of care, facilities face impossible choices – cut staff, defer infrastructure, or close beds. New Jersey families then wait longer for admission, and hospital patients wait longer for a bed.

→ TAKE ACTION TODAY

Sign the Pledge at listentousnj.org

Take 2 minutes to show your support for fair funding.



The Solution

Funding Equals Quality Care

We are calling on state leaders to take action in this legislative session to:



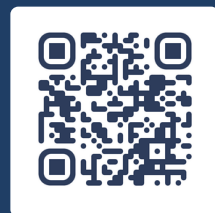
- 1 Provide Medicaid funding that covers the true cost of quality care**, closing the 30% gap compared to surrounding states and ensuring financial stability for nursing homes across New Jersey.
- 2 Create a fair reimbursement formula** that aligns with State policy priorities, gives facilities predictable funding, and clearly shows how taxpayer dollars are used.
- 3 Foster a collaborative relationship with state regulators** based on quality, transparency, shared accountability, and a focus on resident outcomes.
- 4 Implement smart regulatory reform** to eliminate outdated or duplicative requirements, freeing staff time and resources to focus on residents who need care most.

SCAN. SIGN. SHARE.

ADD YOUR VOICE

Sign the Pledge at listentousnj.org

Take 2 minutes to show your support for fair funding. No account needed.



Sign the Pledge



and support funding for quality care

New Jersey's Medicaid rates are up to **30% below** neighboring states.

The 2026 state budget is our window to close the gap.



SCAN. SIGN. SHARE.

Take 2 minutes to show your support for fair funding. No account needed.



listentousnj.org

Your signature *protects* this care.

When someone you love moves into long term care, a team of professionals becomes their support system – day and night.

That care depends on the right level of support. **New Jersey's Medicaid payments cover only 82¢ of every dollar** of the true cost of care, and **our daily rate is up to 30% below neighboring states.**

This year's state budget is where that can change – if that support is made visible.

TAKE ACTION TODAY!

1. **Sign the pledge** at listentousnj.org
2. **Forward the link** to two family members
3. **Post your "why"** on social with #ListenToUsNJ



A simple way to support the care your family relies on:

SCAN & SIGN
listentousnj.org

Takes under 2 minutes.
No account required.



Behind every signature is a name. Behind every name is a loved one who deserves our best.