

CARING GRANDPARENTS - MEDIA KIT 2026

About Caring Grandparents

Caring Grandparents is a trusted resource hub for grandparents navigating modern family dynamics. Founded by Neil Taft, a published author and youth advocate with over 40 years of experience, we provide practical, research-backed advice on respecting parenting styles, setting healthy boundaries, and building meaningful intergenerational connections.

Mission: Empower grandparents to thrive emotionally while strengthening family relationships across generations.

Audience: Grandparents 55+, primarily female (65%), seeking guidance on modern parenting, emotional wellness, and family dynamics.

By The Numbers

- 450+ published articles on grandparenting topics
 - 4 published books by Neil Taft (2011-2024)
 - Annual website visitors: 4,500+ active users across three platforms
 - caringgrandparents.com: 2,900 active users
 - goodtogreatgrandparenting.com: 1,500 active users
 - neiltaft.com: 100+ active users (launched 2025)
 - Social media reach: 2,900+ followers
 - Facebook: 2,900 followers
 - TikTok: 100+ followers, 1,000+ likes
 - 2025 Social Media Performance:
 - Facebook Views: 73,900
 - Content Interactions: 1,300
 - Link Clicks: 2,500
 - Top Post Performance: **What is the Biggest Mistake You See Grandparents Make in Trying to Connect with Their Grandkids?**
Facebook: 10,600 views, 228 interactions, 1,466 link clicks
Instagram: 57,589 likes, 888 comments
TikTok: (Evonne Varady) 1.9M views, 220.1K likes, 2,020 comments
 - Content focus areas: 6 core topics (see below)
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Core Content Areas

1. Respecting Parenting Styles - Navigating differences with adult children
 2. Long-Distance Grandparenting - Staying connected across miles
 3. Custodial Grandparenting - Legal, emotional, and financial guidance for grandparents raising grandchildren
 4. Grandparent Mental Health - Anxiety, guilt, burnout, and emotional wellness
 5. Financial Wisdom - Teaching money lessons without creating dependency
 6. Modern Parenting Trends - Understanding gentle parenting, screen time, and generational differences
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Featured Content (2024-2026)

Recent Articles

- "Grandparents' Mental Health: Thriving in Your Changing Role" (1,850 words)
- "Supporting Without Overstepping in Your Adult Child's Parenting" (1,500+ words)
- "How to Give Financial Help to Your Grandchildren Without Creating Dependency"
- "Grandparents Caring For Grandchildren: A Complete Guide"
- "Lasting Meaningful Connections With Your Grandchildren"

Books by Neil Taft

1. Caring Grandparents: Grandparents Caring ABOUT Grandchildren, Grandparents Caring FOR Grandchildren (2024)

A comprehensive guide addressing both emotional connection and practical caregiving for modern grandparents.
2. GOOD TO GREAT GRANDPARENTING: A Guide to Lasting Meaningful Connections (2024)

Proven strategies for building deep, lasting relationships with grandchildren while respecting parental authority.
3. Your Grandparent Rights: How to Protect Your Relationship with Your Grandkids (2018)

Essential legal guidance for grandparents navigating visitation, custody, and family court systems.
4. No Greater Loss: The Guidebook to Today's Grandparents Rights (2011)

The foundational resource for grandparents facing estrangement or legal barriers to grandchildren.

About Neil Taft

Founder & Author

Neil Taft is a published author, youth advocate, and expert on modern grandparenting dynamics with over 40 years of experience advocating for youth and strengthening intergenerational relationships. As a member and speaker with Wilmington Toastmasters, Neil has helped thousands of grandparents navigate the emotional complexity of their evolving role through his books, articles, and speaking engagements.

Credentials:

- 40+ years as an advocate for youth and grandparenting
- Published author of 4 books on grandparenting (2011-2024)
- Member and speaker, Wilmington Toastmasters
- Featured speaker at upcoming Tedx event. Talk titled "Enhancing the Function of Your Extended Family."
- Featured podcast guest on grandparenting topics
- Based in Leland, North Carolina

Speaking Topics:

"Guidance for Building Stronger Family Bonds While Respecting Parental Authority"

Practical advice, proven strategies, and emotional support for grandparents navigating modern family dynamics - from managing boundaries to staying connected across distances.

Topics include:

- Modern Grandparenting: Respecting Parenting Styles
- Grandparent Mental Health & Emotional Wellness
- Long-Distance Grandparenting Strategies
- Custodial Grandparenting: Legal & Emotional Guidance
- Building Meaningful Intergenerational Connections
- Protecting Your Grandparent Rights

Recent Media Appearances

Podcast & Video Interviews:

- The Jack Canfield Podcast - <https://www.youtube.com/watch?v=2FIOSwbkjlw>
 - Rebel Rootz Show - <https://www.youtube.com/watch?v=Y-QqfZx7u1I&t=3s>
 - The Cool Grandpa Podcast - <https://www.youtube.com/watch?v=wTsihHEsoDk>
 - Blaine Greenfield Webcast - <https://www.youtube.com/watch?v=Yg5s21nQJvA&t=174s>
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Audience Demographics

Primary Audience:

- Age: 55-75 years old
- Gender: 65% female, 35% male
- Geography: Nationwide (with strong North Carolina presence)
- Situation: Active grandparents seeking modern guidance

Audience Challenges:

- Navigating differences with adult children's parenting styles
- Managing guilt about not seeing grandchildren enough
- Setting healthy boundaries with family
- Supporting grandchildren emotionally
- Dealing with anxiety and stress
- Raising grandchildren full-time
- Maintaining long-distance relationships
- Protecting grandparent rights and visitation

What They're Looking For:

- Practical, actionable advice
 - Emotional support and validation
 - Modern parenting context
 - Legal and financial guidance
 - Community and connection
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Content & Engagement Statistics

Website Performance (Annual):

- Total active users: 4,500+ across three platforms
- Average article length: 1,500-2,000 words
- Topics: 6 core areas + emerging topics
- SEO optimization: All articles optimized for search and AI visibility

Social Media Engagement (2025):

- Facebook: 2,900 followers
 - Total views: 73,900
 - Content interactions: 1,300
 - Link clicks: 2,500
- TikTok: 100+ followers (launched 2025)
 - Total likes: 1,000+

Top Performing Content:

- "What is the biggest mistake you see grandparents make in trying to connect with their grandkids?"
 - Views: 10,600
 - Interactions: 228
 - Link clicks: 1,466
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Partnership Opportunities

1. Guest Articles & Expert Commentary

Neil Taft can contribute original articles or expert commentary on:

- Modern grandparenting challenges
- Intergenerational relationships
- Emotional wellness for older adults
- Family dynamics and boundaries
- Grandparent legal rights

Typical article length: 1,500-2,000 words

Turnaround time: 2 weeks

Includes: Author bio with link to Caring Grandparents

2. Expert Quotes & Interviews

Available for:

- Podcast interviews (30-60 minutes)
- Written Q&A features
- Expert commentary on grandparenting news/trends
- Video interviews

Turnaround time: 1 week

3. Resource Listing & Backlinks

Caring Grandparents is available to be featured in:

- "Best Grandparenting Resources" lists
- Grandparenting blog directories
- Senior living resource pages
- Family therapy directories
- Geographic resource guides (especially North Carolina)

4. Speaking Engagements

Neil Taft is available for:

- Family conferences and events
- Church and faith-based organizations
- Senior centers and retirement communities
- Corporate wellness programs
- Educational institutions
- Toastmasters clubs and speaking organizations

Typical presentation: 45-60 minutes + Q&A

Topics: Guidance for Building Stronger Family Bonds While Respecting Parental Authority

Why Partner With Caring Grandparents?

- ✓ Authority & Credibility - Published author with 40+ years of expertise
 - ✓ Proven Track Record - 4 published books (2011-2024), 450+ of articles
 - ✓ Audience Alignment - Direct access to 55+ demographic seeking grandparenting guidance
 - ✓ Engagement - 10,600+ views on top content, 1,300+ social interactions
 - ✓ SEO Value - High-quality content optimized for search and AI visibility
 - ✓ Authentic Voice - Real, conversational tone that resonates with grandparents
 - ✓ Modern Perspective - Addresses contemporary family dynamics (gentle parenting, blended families, long-distance relationships)
 - ✓ Community Impact - Helping thousands of grandparents navigate emotional and legal challenges
 - ✓ Multi-Platform Presence - Website, social media, podcasts, speaking engagements
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Call to Action

Connect with Neil Taft and Caring Grandparents:

 Visit our website: caringgrandparents.com

 Explore Neil's books: Available on Amazon and at goodtogreatgrandparenting.com

 Join our community: Sign up for grandparenting tips and resources at caringgrandparents.com

 Book Neil for speaking: Contact neiltaft@caringgrandparents.com | neiltaft@gmail.com

Contact Information

Neil Taft

Founder, Caring Grandparents

Email: neiltaft@caringgrandparents.com | neiltaft@gmail.com

Phone: (704) 497-4847

Websites:

- caringgrandparents.com
- goodtogreatgrandparenting.com
- neiltaft.com

Location: Leland, North Carolina

Social Media:

- Facebook: facebook.com/caringgrandparents (2,900 followers)
- TikTok: Grandpa Neil
- YouTube: [@neiltaft1218](https://www.youtube.com/@neiltaft1218)
- Instagram: [caringgrands](https://www.instagram.com/caringgrands)
- LinkedIn: [neil taft](https://www.linkedin.com/in/neiltaft)

Media Kit Download

This media kit is current as of January 2026. For the most up-to-date statistics and information, please contact Neil Taft directly at neiltaft@gmail.com, neiltaft@caringgrandparents.com, or (704) 497-4847.