

National Health Center Week 2018

Kick-Off Webinar



Presented by the NACHC Advocacy Team

May 16, 2018

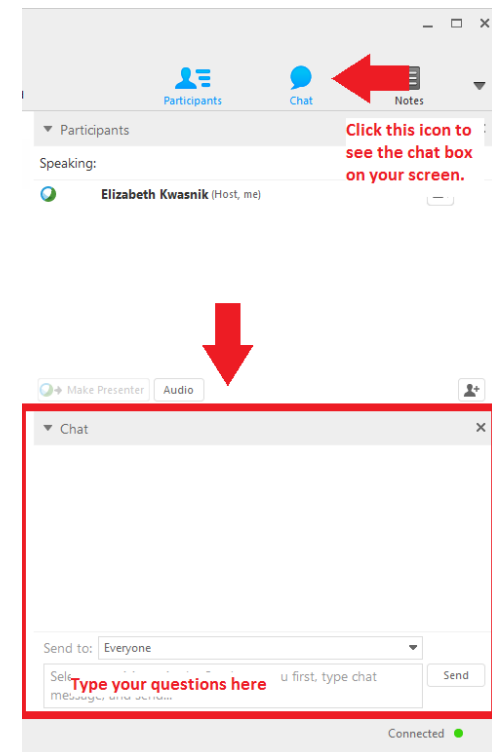


Questions during the webinar

Please note: audio for today's webinar is provided via your computer.

If you have questions at any point during the presentation, please type them in the chat box to the right of your screen.

If you do not see the chat box, click the icon at the top of the screen- it should light up blue and the box will drop down.



2018 Sponsors

GOLD



SILVER



BRONZE

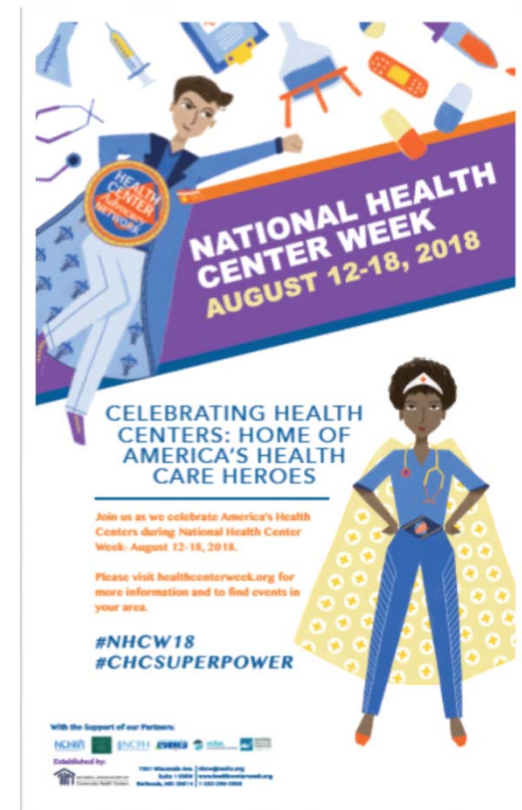


As of 5/16/18

This year's theme

**Celebrating Health Centers:
Home of America's Health Care Heroes**

**#NHCW18
#CHCSuperPower**



This year's focus days



Sunday, August 12

Legislative Appreciation Day



Monday, August 13

Honoring Health Center Heroes Day



Tuesday, August 14

Public Housing Health Centers Day



Wednesday, August 15

Healthcare for the Homeless Day



Thursday, August 16

Agricultural Worker Health Day



Friday, August 17

Consumer Board Member & Patient
Appreciation Day



Saturday, August 18

Children's Health Day

Everything you need is online!



www.healthcenterweek.org

Five steps to success

1. Planning – Start Early!

- a. Determine the types of event(s) you would like to hold
- b. Create invitation & sponsor list

2. Teamwork, Planning Support & Benchmarks

- a. Create a committee, consider working with local partner organizations
- b. Make sure you have board & leadership support

3. Outreach

- a. Invitations to local, state, federal elected officials
- b. Seek Sponsors–Start with a list of potential sponsors and begin getting the word out
- c. Don't forget the media – TV, Radio, Newspaper, Online

4. Persistence

- a. Create a timeline to continue reaching out to elected officials, the media and other invitees leading up to the event
- b. Make sure your communications plan includes regular updates for sponsors, attendees, and the public

5. Thank Yous & Notes of Success

- a. Always say THANK YOU – to attendees, sponsors, etc.
- b. Let your supporters – participants AND nonparticipants – know how your event turned out

The how-tos of sponsorship

- **Types of Sponsorship**
 - In kind, Cash, Participation & Volunteers
- **Securing Sponsors**
 - NACHC
 - National Sponsors Paired with Local Events
 - Health Center Connections
 - Survey Your Contacts
 - Who knows who?
 - Who does your HC work with?
 - Who do your partners work with?
- **Take What You Can Get & Think Outside the Box**

NHCW & Members of Congress

- Timing (it's no coincidence!)
 - August Recess
- Start Early & Be Persistent
 - Work with Staff in DC & State/District
- Flexibility is Key
- Pay Attention to Timing & Rules
 - Campaign Events Strictly Prohibited
- MOCs & Event Posting, Sponsorship Opportunities



Post your events!



<https://healthcenterweek.org/submit-your-event>

2018 Picture & Video Contests

We're running both contests again this year!

Start thinking about the pictures and video that best represent the work your Health Center does and how you will celebrate NHCW 2018.

Submit your NHCW photos and videos from August 1-31 for a chance to win awesome prizes!

Save the date

Wednesday, July 25 at 3pm ET
NHCW Picture & Video Contests Webinar



Join us to find out what's new this year, the timeline for entering the contests, prizes, and more!

RSVP at hcadvocacy.org/events

#NHCW18 Social Media

National Health Center Week 2018 Invite

Invite your Elected Officials and other legislative staff to visit your Health Center during National Health Center Week 2018, August 12-18.

Whether you invite members or staff to come for a personal tour or to attend a community event your Health Center is hosting during NHCW, hosting Members of Congress to help you celebrate is a great way to build relationships while educating elected officials about the important work your Health Center does in the community.

Be sure to **personalize** your emails to include event information specific to your Health Center's National Health Center Week celebration –once you enter your zip code, you will see a pre-written email message you can personalize.

*****If a Member of Congress does confirm to visit your Health Center for National Health Center Week 2018, please let us know by emailing grassroots@nachc.com to help us track how many Members of Congress attend events this year*****

[Read less...](#)



Send an email



Send a tweet



Post to walls



Be sure to post about National Health Center Week 2018 on Facebook, Twitter, and other social media outlets using the hashtags **#NHCW18** and **#CHCSuperPower**.

#NHCW18 THUNDERCLAP!

Nat'l Health Center Week '18

by HCAAdvocacy

category: **Health**

“I am celebrating National Health Center Week 2018 because health centers are home of America's health care heroes!

<http://thndr.me/link>”



HCAAdvocacy

FOLLOW THIS ORGANIZER

EMBED </>

SUPPORTERS

0 of **500**

Percent Complete

SOCIAL REACH

0

People

TIME LEFT

3 months

Ends Aug 13, 12:00 PM EDT

When:

Monday, August 13th at 12PM ET

How to join:

Coming soon!

Other Tools & Resources

- Activities & Event Ideas
- Media Toolkit
- Social Media Tools
- Template Proclamations, Resolutions & Invitations
- Factsheets
- Sponsorship 101
- NHCW Webinars & Presentations
- Spanish Materials
- NHCW Store (in progress!)
- ... and more!

www.healthcenterweek.org

NHCW Online Store- Opening Soon!

- Posters
- Banners
- Water bottles
- Coloring kits
- T-shirts
- Digital image package*
- Capes*
- ... and more!

<https://healthcenterweek.org/store>

** in progress/new this year!*

Post your events!

Don't forget!



<https://healthcenterweek.org/submit-your-event>

ACE Perk Alert

Your chance to win a NHCW sponsorship from NACHC!

Two Advocacy Center of Excellence (ACE) Health Center Winners:

- One current ACE Health Center (any tier) will be drawn via raffle
- One **new** ACE Health Center (any tier, approved between 5/16-7/15) will be drawn via raffle

Drawing will take place on 7/16/18. For more information on the ACE Program, visit www.hcadvocacy.org/ace



Questions?

Email NHCW@nachc.org