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

- athenahealth
- McKesson

SILVER

- Centene Corporation
- Nextgen Healthcare
- Pfizer RxPathways
- Welch Allyn

BRONZE

- AmeriHealth Caritas
- Benco Dental
- eClinicalWorks
- Henry Schein

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**
• 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
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!

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!

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