



Respect | Safety | Dignity | Quality of Life

PLEDGE KICK-OFF TOOLKIT

MAKE THE PLEDGE IN YOUR COMMUNITY

11 Steps to a Successful Kick-Off Event

Launch Checklist

Key Questions

Downloadable Resources

our calling. our commitment. our culture

11 STEPS TO A SUCCESSFUL KICK-OFF EVENT

- 1** Assemble a team to help plan your Safe Care for Seniors Pledge Campaign kick-off event and make sure it represents your entire community by including team members from various departments and staff positions, as well as residents.
- 2** As a team, determine the goal of your event and brainstorm what strategies and activities you will use to generate awareness, build momentum and host a successful event.
- 3** Design an event that is inspirational and motivational by including speakers who can share their personal “Why I Am Taking the Pledge” story.
- 4** Plan to have food and beverage at your event to celebrate the commitment you are making -- and consider a group activity that everyone can participate in.
- 5** Order your Safe Care for Seniors pins from LeadingAge Minnesota.
- 6** Announce event to all staff, residents and families, and invite them to participate and make the pledge to Safe Care for Seniors.
- 7** Build momentum through multiple communication channels – onsite flyers, team meetings, social media, email messages, employee newsletter and/or resident/family newsletter, etc.
- 8** Invite your Board of Directors to participate in the kick-off event and ask one member to share a personal story on they are making the Safe Care for Seniors pledge.
- 9** Invite local media, community leaders, and lawmakers to attend your event, and invite them to Make the Pledge.
- 10** Distribute thank you notes to all who made the pledge.
- 11** Share a recap story – including photos or video -- of the event using all your communication channels, including your newsletter and social media.

We’re Here for You!

LeadingAge Minnesota is just a phone call or email away to help make sure your Safe Care for Seniors Pledge Campaign event is a success!
Contact Julie Apold, Vice President of Quality and Performance Excellence,
651-659-1430 or japold@leadinagemn.org.

Access the Toolkit & Download Resources at
www.leadingagemn.org/safecare

KICK-OFF CAMPAIGN RESOURCES

LeadingAge Minnesota has provided various resources that you can use during your Make the Pledge campaign in your setting. You will find some of the resources included in this toolkit, such as a Launch Checklist and Best Practices, and even more at our **Safe Care for Seniors: Make the Pledge Campaign Online Resource Library**:

PLEDGE CARDS

- Pledge cards (can be printed as 4.25 x 5.5 postcards or as 8.5 x 11 flyers)

PLEDGE COMMUNICATION AND PROMOTION - INTERNAL

○ Program Resources

- Logo
- Key Framing
- Brochure
- Infographic
- Presentation

○ Pledge Promotion Templates

- Event Flyer
- Safe Care for Seniors Banner
- Event Invite Messaging
- Newsletter Article
- Letter to Board of Directors/Trustees
- Thank You Messaging

○ Sustain the Momentum Templates

- Respect, Dignity and Know Me as a Person Flyer
- See Something, Say Something Flyer
- Best Practices Checklist

PLEDGE PROMOTION – EXTERNAL

- Media Advisory Template
- News Release Template
- Sample Social Media Posts

KEY QUESTIONS

PRE-LAUNCH:

- Who should be involved in planning and executing the Pledge Campaign kick-off event?
- Where and when should we hold the event?
- How do we make sure our event is informative, inspirational and fun?
- How will people learn about the event?
- How do we best engage our staff, residents and families in the event?
- Should we include our Board of Directors in the campaign and the event?
- What do people receive for making the pledge?
- How do we respond to those who are unable to participate in the kick-off event, but still want to make the Safe Care for Seniors pledge?
- How do we get media coverage for the event?
- Do we invite our local lawmakers to the event?
- How do we order our Safe Care for Seniors pins from LeadingAge Minnesota?

QUESTIONS TO CONSIDER FOR THE LAUNCH EVENT:

- Who is responsible for coordinating the logistics on the day of the event?
- Who is responsible for capturing stories, photos and/or videos from the event?
- Who is responsible for collecting the pledge cards?
- Who is serving as the spokesperson for the event to the media and other external stakeholders?

POST-LAUNCH: SUSTAINING THE MOMENTUM

- Should we send a thank you to everyone for making the pledge?
- Should we distribute a news release to local media if they were unable to attend?
- What should we do with the pledge cards or the names of those who have taken the pledge?
- How do we continue to demonstrate our Safe Care for Seniors commitment to our staff, residents and families so as not to lose sight of our mission and goal?
- Now that we've taken the pledge...what's our next steps in Safe Care for Seniors?

Need Answers to These Questions?

Visit our **Safe Care for Seniors Online Resource Library** for assistance in planning, promoting and executing a successful kick-off event!

Access the Toolkit & Download Resources at
www.leadingagemn.org/safecare

LAUNCH CHECKLIST

PLANNING

- Review the Make the Safe Care for Senior Pledge Campaign Toolkit and online resources.
- Customize your event materials to reflect your mission and values. You are welcome to use the sample materials in the Safe Care for Seniors Pledge Campaign Online Resource Library as examples and personalize them using your own logo and brand.
- Plan an event that is informative, inspirational and fun. Include speakers that represent everyone in your setting – site leaders, direct line staff, residents and families.
- Make sure all staff can participate in the event – even if that means holding an event during each shift.
- Create a communications plan and timeline that identifies resource needs, roles and responsibilities, and key distribution dates.
- Order your pins from LeadingAge Minnesota.
- Ensure leaders within your setting can participate in the entire event. If you are part of a multi-site organization, invite a leader from your corporate office to be with you and your team that day. Don't forget to include your board of directors in your event.

EXECUTION/PROMOTION

- Promote the event up to 3 weeks prior to the date it will happen using all your communication channels, in-person communication and signage throughout your setting.
- Educate, inspire and motivate Safe Care Ambassadors (ie: your event planning team) to engage staff, residents and families in the event.
- Post and/or distribute flyers and sample pledge cards prior to the event.
- Encourage residents and families to join you in making the pledge.
- Provide Safe Care for Seniors pins to everyone who made the pledge.

WRAP-UP

- Thank everyone for making the pledge – in person, and via an email or other form of communication within 24 hours of the event.
- Share photos and quotes from the event to your social media channels and be sure to tag @leadingagemn and #safecare.
- Share photos, quotes and a story in your newsletters and resident/family communication, as well as at your next team meetings.
- Distribute a news release announcing your organization's commitment to Safe Care for Seniors, how many people made the pledge and what it will mean for the seniors you serve.
- Include a check-in on what staff and others are doing to Honor the Pledge as part of team meetings, shift meetings and resident/family council meetings.
- Create and post a Safe Care for Seniors Honor Roll onsite and on your website.
- Plan to recognize and celebrate individual achievements in Safe Care by your staff. *(Note: Additional resources will be provided by LeadingAge Minnesota to implement this program in your setting)*

BEST PRACTICES

<p>KICK OFF EVENT</p>	<ul style="list-style-type: none"> ○ Include a variety of staff in planning the event so it is representative and inspiring for all who work and live in your setting. ○ Make sure all staff can participate in the event, which may mean hosting an event during all shifts so everyone on your team is included in the Pledge Campaign. ○ Feature a variety of speakers, including site leadership, direct line staff, a resident and family member. If you are a faith-based community, consider including your spiritual leader to open the event. ○ Speaker remarks should be personal -- focused on why they are making the pledge. ○ Popular events often feature food, beverage and a group activity.
<p>BUILD AWARENESS</p>	<ul style="list-style-type: none"> ○ Post information throughout your setting and share via your communication channels. ○ Use video to add a personal touch to the invitation. ○ Feature the Pledge Kick-Off Event at all team meetings and resident and/or family councils.
<p>GENERATE MOMENTUM</p>	<ul style="list-style-type: none"> ○ Promote the Safe Care for Seniors pins and other incentives you may provide for staff, residents and families who make the pledge. ○ Ask staff, residents and families to share 1 word to describe Why They Are Making the Pledge and then share a “word cloud-type” poster at the event to show strong community-wide support for the program.
<p>EXTERNAL PROMOTION</p>	<ul style="list-style-type: none"> ○ Invite the media to attend your event. ○ Distribute a news release featuring the event if media does not attend. ○ Share news of the event (pre, during and post) via your social media channels – and encourage your staff to do the same!
<p>APPRECIATION</p>	<ul style="list-style-type: none"> ○ Provide Thank You Notes to everyone who made the pledge. ○ Post a Safe Care for Seniors Honor Roll of everyone who took the pledge in an area of a setting where it can be see every day by everyone – and don’t forget to add it to your website.
<p>RECOGNITION</p>	<ul style="list-style-type: none"> ○ Recognize, reward and celebrate individuals “in the moment” when they do something to prevent harm, show respect or go above and beyond to treat residents with dignity. ○ Share news of these achievements via your communication channels.
<p>SUSTAIN THE MOMENTUM</p>	<ul style="list-style-type: none"> ○ Post flyers regarding the two components of the Safe Care for Senior Pledge. ○ Regularly feature Safe Care achievements through your communication channels. ○ Engage staff in training and learning collaboratives on Safe Care. ○ Engage staff, residents and families in sharing their ideas on safety and quality improvements and participating them in your work in this area.
<p>SITE LEADERS: ACTION PLAN</p>	<ul style="list-style-type: none"> ○ Participate in a Safe Care for Seniors Workshop and/or online training. ○ Implement the 5-Step Safe Care for Seniors Action Plan.



Questions | Support

Program Development & Implementation

JULIE APOLD

Vice President | Quality & Performance Excellence

japold@leadingagemn.org | 651.659.1407