

SAMPLE CAMPAIGN KICK-OFF COMMUNICATIONS

ANNOUNCE CAMPAIGN - (EMAIL/NEWSLETTER/PAYROLL STUFFER)

Safe Care for Seniors: Our Calling. Our Commitment. Our Culture.

Caregiving is our calling. I am filled with gratitude each day for the work that you do to treat our residents with respect and dignity, to provide safe, quality care, and to work as a team to help us live our mission to (Insert Mission).

Doing all that we can to enhance the lives of those we serve is important to us all. Right now, we can renew that commitment by pledging our support to a new initiative we are about to launch in our community – Safe Care for Seniors.

You will be hearing more about this campaign soon, including plans for a **Make the Pledge: Safe Care for Seniors Kick-Off** event that will celebrate all we do today and renew our commitment to treating people with respect and dignity – always – and speaking up and doing all we can to prevent harm in the course of caregiving.

Together, we can better our best and engage everyone – staff, residents and families – in new ways to support each other as we build and strengthen a culture of trust, safety and inclusion that will benefit all who live and work here.

Please join me as we get ready to take this important step toward some of the most meaningful work we will ever do.

INVITE TO KICK-OFF EVENT – STAFF (EMAIL, PAYROLL STUFFER)

Mark Your Calendars – Make the Pledge!

You are invited to renew your commitment to the heart and soul of our work – to enhance the lives of those we serve and your fellow team members through respect, safety, and dignity. **We will kick off Safe Care for Seniors on (Inset Date, Time and Location).** You won't want to miss this event!

We are proud of our dedicated, compassionate staff team. We see the work that you do every day to treat our residents with respect and dignity and know that you do all that you can to provide safe, quality care. It takes our entire community to make (Insert Organization Name) a great place to live and work, and you are essential to helping us live our mission to (insert mission statement here).

Safe Care for Seniors is our pledge – to ourselves, to each other, to our residents and their families. By making this commitment, supporting each other and focusing on our shared goals, as we work together to bring out the best lives for our residents...and each other.

Join us on (Date, Place and Time) to renew your commitment, learn more about Safe Care for Seniors, and take the first step on this meaningful journey together. See you at the kick-off!

INVITE TO KICK-OFF EVENT – RESIDENTS AND FAMILIES (EMAIL)

Mark Your Calendars – Safe Care for Seniors Kick-Off Event

You are invited to join us for a very special event focused on our mission, our values and our commitment to respect, safety and dignity for all who live and work here. **(Insert Organization Name) will kick off Safe Care for Seniors on (Inset Date, Time and Location).**

It takes our entire community – staff, residents and families - to make (Insert Organization Name) a safe, trusted and inclusive environment that you are proud to call home and that gives you confidence in the care, services and support we provide. You are essential to helping us live our mission to (insert mission statement here).

Safe Care for Seniors is our pledge to ourselves, to each other, and – most importantly – to you, our residents and families. By making this commitment and focusing on our shared goals, we will bring out the best lives for everyone at (Insert Organization Name).

Join us on (Date, Place and Time) to learn more about Safe Care for Seniors and join us in making the pledge as we take an important step on this meaningful journey together.

We hope you can join us at the Safe Care for Seniors kick-off event. Please don't hesitate to reach out to me if you have any questions and how you can become more involved in our efforts to improve safety, prevent harm and enhance the lives of all who live and work at (Insert Organization Name).

INVITE TO KICK-OFF EVENT – BOARD OF DIRECTORS (EMAIL)

Mark Your Calendars – Safe Care for Seniors Kick-Off Event

(Insert Organization Name) is about to take a very important step on a meaningful journey that will renew our commitment to respect and dignity for all we serve and do all that we can to prevent harm in the course of caregiving.

We value the trust and confidence that our residents and their families place in us as we provide care, services and support to help them live their best lives. We are very proud of our dedicated, compassionate staff team who work together each day to enhance the lives of those we serve.

It is our responsibility to do all we can as a caregiving community to address the intentional and unintentional harm that can occur in the course of caregiving. That is why we are launching Safe Care for Seniors.

Safe Care for Seniors begins with an individual pledge to respect, dignity and speaking up to prevent harm that can occur in the course of caregiving. We will then focus our commitment and energy on

successfully implementing a five-step action plan that will help us design better systems and supports for our staff and residents, so they have the ability to learn more about each other as individuals and have the tools and resources they need to prevent harm, improve communication, learn from mistakes and become more connected as partners in our shared mission to (insert mission statement).

We will kick off Safe Care for Seniors on (Inset Date, Time and Location). We invite you to join us in making the pledge, and celebrating our renewed commitment to respect, safety, dignity and enhancing the lives of those we serve.

It is in our power to bring about the best lives for those we serve. Safe Care for Seniors is more than a pledge. It is our calling, our commitment and our culture. Please don't hesitate to contact me at (insert contact information) if you have any questions.

THANK YOU – STAFF (EMAIL/NEWSLETTER/POSTER IN STAFF AREA)

The Power of Our Pledge

Thank you for making the Safe Care for Seniors Pledge and joining us as we embark on some of the most meaningful work we will ever do. More than (insert number) people joined you in renewing our commitment to respect, safety, dignity and enhancing the lives of those we serve.

Together, we will accomplish great things by turning our commitment into action. And that action begins today. Take time each day to get to know our residents better, treat everyone who lives and works here with respect and dignity, and speak up if you see something that is unsafe or makes you feel uncomfortable.

Soon we will share more information on the Safe Care for Seniors activities and initiatives that we will be launching to help you honor the pledge you just took, supporting you in your work and bettering our best when it comes to keeping our residents safe from harm. We also encourage you to share your ideas on what we could be doing better as an organization to support you, improve safety, enhance communication, and engage our residents and their families as partners in caregiving.

We are proud of the work you do that you do each day and sincerely thank you for being a member of our team.

THANK YOU – RESIDENTS AND FAMILIES (EMAIL/LETTER)

The Power of Our Pledge

Thank you for making the Safe Care for Seniors Pledge and joining us as we embark on some of the most meaningful work we will ever do. More than (insert number) people renewed our commitment to respect, safety, dignity, and enhancing the lives of all who live and work at (Insert Organization).

We value the trust and confidence you have placed in us as we provide care, services and support to help you live your best lives. We are committed to partnering with you in new ways to improve communication and engage you in our safety and quality work. I encourage you to share your ideas on what we could be doing better to support you, improve communication, and engage you as partners in respect, dignity and safe, quality care, services and support.

THANK YOU – BOARD MEMBERS (EMAIL)

The Power of Our Pledge

Thank you for making the Safe Care for Seniors Pledge and joining us as we embark on some of the most meaningful work we will ever do. More than (insert number) people joined you in renewing our commitment to respect, safety, dignity and enhancing the lives of those we serve.

[If they did not make the pledge: Yesterday we embarked on some of the most meaningful work we will ever do. More than (insert number) people – staff, residents and families – came together in a united voice to make the Safe Care for Seniors Pledge and renew their commitment to respect, safety, dignity and enhancing the lives of all who live and work here.]

Together, we will accomplish great things by turning our commitment into action. We are channeling the spirit and energy that filled the room yesterday into the work that lies before us. Our five-step action plan will require focused energy, open communication and new partnerships with our staff, residents and families. We are inspired by this work to support and empower our organization and our entire staff team to create more safe, trusted and inclusive environments that our residents are proud to call home and give their families confidence and peace of mind in all that we do.

We will share more details on our Safe Care for Seniors work at our upcoming board meeting and through our newsletter. In the meantime, please don't hesitate to contact me if you have any questions.