



Legislator Appreciation – Communications and Planning Toolkit

Thank you for agreeing to recognize your senator/representative for their unwavering support of healthy Kansas communities. The local recognition you are providing will make a big impact in their continued support.

The Kansas Hospital Association is providing this Communications and Planning Toolkit to assist in your recognition efforts:

- Checklists to support activities before, during and after your event
- Certificate of Appreciation (to be mailed or delivered by KHA)
- Invitation text for email or printed invitations
- Media release template
- External newsletter and/or website article template
- Internal announcement template
- Social media post templates
- Facebook Event instructions

These customizable materials are available for download in the [Kansas Legislative section of the KHA Website](#). For additional assistance, please contact [Chad Austin](#) or [Cindy Samuelson](#) at (785) 233-7436.

If you have not yet indicated which senator/representative you wish to recognize, please email ldean@kha-net.org as soon as possible.

Pre-Event Activity Checklist

The following checklist is designed to help organize and promote your recognition event:

- Discuss possible event dates and locations
- Contact your legislator to confirm availability and schedule event (Contact information is online for the [House](#) and [Senate](#), click on their name to get home contact information.)
- Notify KHA (ldean@kha-net.org) of event time and location (KHA staff will attend if possible)
- Create a list of invited guests – include leadership team, board members, community leaders and the media
- Email or mail invitations (see invitation text)
- Create a Facebook Event if you plan to invite the community (see instructions for creating a Facebook Event, which includes recommended content)
- Post information on your website and/or in your external newsletter (see sample template)
- Schedule social media posts (see sample posts for Facebook and Twitter: KHA plans to schedule posts on KHA social properties in support of your event)

- Send internal email from leadership and/or publish an article in your hospital newsletter or intranet notifying staff of the event and its purpose/significance (see template)
- Distribute media release to local media outlets (see media release template)
- Confirm projected attendance
- Order refreshments
- Create signage to help attendees find the event location, if necessary

Event Activity Checklist

We recommend you schedule 30-60 minutes for your event. Allow 15 minutes in the beginning for conversation and networking. The presentation should take 10-15 minutes with comments from your hospital's Chief Executive Officer and/or Hospital Board Member and the senator or representative you are recognizing. If KHA staff are available to attend, they can make comments if you desire. Questions, comments and additional networking will round out your event.

Below is a checklist to assist in managing the details of the event:

- Discuss if you will need name tags for attendees who will not be wearing hospital badges
- Assign someone to take photos of the event to share on social media and with KHA
- Ask your hospital Chief Executive Officer/Board Member to speak about the importance of advocacy efforts to build momentum heading into 2018, and how the recognized senator/representative has provided exemplary support to the health of your community in the 2017 legislative session
- Present the Certificate of Appreciation and provide 5 minutes to the senator or representative to speak to attendees
- Allow time for questions and comments, especially if local media attend

Post-Event Activity Checklist

- Share photo(s) and highlights of the event on social media
- Share photo(s) of the event with KHA (csamuels@kha-net.org)
- Share photo(s) with your senator/representative
- Consider a follow-up news release to local media with photos of event and key quotes from the Chief Executive Officer/Board Member and/or senator/representative
- Send internal email and/or publish an article in your newsletter/intranet with highlights of event, reinforcing why hospital staff should be aware of, and involved in, advocacy for the health of your community
- Send a thank you note to your senator/representative

Communication and Event Timeline

Two or more weeks prior to event

- Let KHA (ldean@kha-net.org) know who you would like to recognize and when
- Schedule event date and location, confirming with senator/representative
- Download resources from [KHA website](#)
- Email or mail invitations

Two weeks prior to event

- Schedule Facebook Event (following invitation)
- Post information on your website and/or in your external newsletter
- Confirm location and setup needs (podium, stage, audio, lights, tables, etc.)
- Distribute media release to local media outlets
- Follow up with key invitees who have not responded to the invitation
- Follow up with local media to determine potential coverage
- Schedule social media posts
- Send internal email and/or publish article in newsletter/intranet
- Order refreshments for the event based on predicted count
- Create signage, if necessary
- Purchase nametags
- Assign staff roles for event (greeters, photographer, refreshments, etc.)

Week of event

- Send reminder email from CEO to all employees
- Confirm last minute details
- Post event photo(s) on social media (day of event or day following event)
- Send photo(s) to KHA csamuelson@kha-net.org
- Distribute post-event news release with photo(s) of event
- Promote success of event internally (email and/or article in newsletter/intranet)

KHA is Proud to Support You!

We hope you will find these materials helpful as you prepare to recognize your legislators. Customizable toolkit materials are available for download in the [Kansas Legislative section of the KHA Website](#).

We encourage hospital employees, physicians, trustees, vendors and volunteers to stay engaged and informed on our advocacy efforts at www.khagrassroots.org.

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