



We CARE
We VOTE

We CARE We VOTE - Communication Plan and Checklist


Imagine what 100,000+ Kansas hospital employees can do when they commit to a cause! With the next election season upon us, it is time for hospital employees to rally together to show that We CARE and We VOTE – and ultimately to elect leaders who want to protect the health of Kansas communities.

We CARE We VOTE is an inspirational campaign designed to raise overall awareness and support for elected state and national officials who will work to ensure a healthy future for Kansas. We urge you to activate the campaign at your hospital by using this plan, checklist and materials from the advocacy toolkit to encourage participation from your team.

Campaign Materials

To promote the election and campaign ahead of the 2020 Kansas Primary Election on August 4 and the General Election on November 3, we have enclosed an advocacy toolkit for use at your hospital. A customizable version is available at kha-net.org/advocacy/wecarewевote. The toolkit includes:

- An email from the hospital CEO to employees to inspire involvement
- A We CARE We VOTE pledge and pin order form
- We CARE We VOTE pins and cards to pass out to employees
- Articles for your hospital internal newsletter and/or intranet
- A media release and Facebook posts for public outreach (instructions for posting on Facebook included)
- Posters to display in elevators or around the hospital
- A short, inspirational video to share with employees (and the public via your social media pages)
- Questions to ask federal and state candidates related to hospital and health care issues
- Guidelines for having nonpartisan conversations with patients and the general public (including guidance on what a 501(c)3 can and cannot do)
- A PowerPoint presentation to share during a hospital event for educating employees about important legislative issues affecting hospitals and local access to health care



That's the power of more than 100,000 hospital employees across the state who believe in building a healthier Kansas.

The Kansas Hospital Association is proud to support the We CARE We VOTE campaign.



Kansas Hospital
ASSOCIATION



We CARE
We VOTE

Campaign Kick-Off Event

To launch the We CARE We VOTE campaign at your hospital, plan a special, hospital-wide event for all employees, volunteers and board members. Your event should educate about important legislative issues affecting hospitals and local access to health care, while also building excitement and enthusiasm for informed voting. The event should also provide information about Kansas voter registration, absentee voting (by mail) and early voting (in person). Let KHA staff know if you need any assistance by contacting Cindy Samuelson at **(785) 233-7436**.

Designate a week during July 2020 and/or October 2020 as We CARE We VOTE Week, and host an event at your hospital:

2020 We CARE We VOTE Event

Event: Hospital Get Out the Vote Event


Date: Designate a week prior to the primary and/or general election

Style: Casual, open-house event garners enthusiasm while providing education

Theme: We CARE We VOTE

2020 Event Checklist:

- Show the We CARE We VOTE video to kick off the event.
- Provide refreshments for attendees.
- Ask the hospital CEO or a board member to speak about the importance of the election and how it impacts employees and local patients. (Let KHA staff know if you want them to participate as a presenter or attendee)
- Distribute We CARE We VOTE lapel/badge pins to employees.
- Ask for a commitment to the cause: Support We CARE We VOTE
- Customize PowerPoint slides as needed.



That's the power of more than 100,000 hospital employees across the state who believe in building a healthier Kansas.

The Kansas Hospital Association is proud to support the We CARE We VOTE campaign.



Kansas Hospital
ASSOCIATION

**We CARE
We VOTE**

Campaign Timeline for Primary and/or General Election 2020

Week 1: July 6-12 and/or October 5-11

- Send an email from the CEO to all employees.*
- Schedule three Facebook posts for your hospital page.*
- Request We CARE We VOTE pins for hospital event by emailing Pledge and Order Form to KHA.*
- Hang posters around the hospital.*

Week 2: July 13-19 and/or October 12-18

- Send an email reminder to all employees about the hospital event.
- Publish an article about Kansas voting options and requirements in your employee newsletter and/or on your hospital intranet.*
- Schedule three more Facebook posts on your hospital page.*
- Distribute a media release to local press.*
- Pass out We CARE We VOTE lapel pins at your hospital event.*
- Play the video at your hospital event (available at kha-net.org/advocacy/wecarewvot).

Week 3: July 20-26 and/or October 19-25

- Send a reminder email to employees to mark their calendars for the August 4 Primary Election/November 3 General Election. Include a link to voter information and polling locations: www.nonprofitvote.org/states/kansas.
- Publish an employee newsletter/intranet article about electing leaders who value a healthy Kansas.*
- Schedule three more Facebook posts on the hospital page.*

Week 4: July 27-August 4 and/or October 26-November 3

- Schedule the final three Facebook posts on your hospital page.*
- Send an email reminding all employees to vote on August 4/November 3.
- Encourage staff to wear their We CARE We VOTE pins.

*Samples enclosed and available online at kha-net.org/advocacy/wecarewvot.

That's the power of more than 100,000 hospital employees across the state who believe in building a healthier Kansas.

The Kansas Hospital Association is proud to support the We CARE We VOTE campaign.



The logo features the text "We CARE" in red and "We VOTE" in blue, with a white outline and a red border. The background is yellow with a blue and red diagonal stripe at the top left.

We CARE
We VOTE

Call to Action

Use the following language on all materials to encourage employees to get involved:

Three Steps to a Healthier Kansas

1. WEAR the We CARE We VOTE pin.
2. LIKE the hospital's Facebook page to share our posts and videos with family and friends.
3. VOTE on August 4, 2020, and November 3, 2020.

That's the power of 100,000 hospital employees across the state who believe in building a healthier Kansas.

KHA is Proud to Support You!

We hope you will use these materials to inspire your hospital employees, physicians, trustees, vendors and volunteers to get involved and informed so they can spread the word about building healthier Kansas communities.

Customizable materials are available for download at kha-net.org/advocacy/wecarewewote. For questions or additional assistance, contact Cindy Samuelson, KHA, at **(785) 233-7436**.



That's the power of more than 100,000 hospital employees across the state who believe in building a healthier Kansas.

The Kansas Hospital Association is proud to support the We CARE We VOTE campaign.

