



## 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 2022 Kansas Primary Election on August 2 and the General Election on November 8, we have enclosed an advocacy toolkit for use at your hospital. A customizable version is available at [kha-net.org/advocacy/wecarewewote](https://kha-net.org/advocacy/wecarewewote). The toolkit includes:

#### Getting Started

- ☐ A pledge and order form to ensure that your hospital has the resources you need
- ☐ A communication plan and checklist to roll out the campaign at your hospital
- ☐ A campaign timeline for the 2022 Primary and General Elections
- ☐ Guidelines for nonpartisan conversations with patients and the general public (including guidance on what a 501(c)3 can and cannot do)

#### Public Relations

- ☐ Sample social media posts and graphics to easily use and share
- ☐ Sample media release on We CARE We VOTE campaign
- ☐ Posters/flyers to display in elevators, staff breakrooms or around the hospital
- ☐ Video from the Secretary of State on registering to vote
- ☐ Voter registration forms

#### Resources for Staff Engagement

- ☐ Template CEO communication, to send to employees to inspire involvement
- ☐ We CARE We VOTE pins and cards to pass out to employees
- ☐ Article for your hospital internal newsletter on voting options
- ☐ A short, inspirational video to share with employees (and the public on social media)
- ☐ A PowerPoint presentation on the We CARE We VOTE campaign
- ☐ Questions for employees to ask candidates on health care in Kansas
- ☐ Handout for employees to give candidates about Kansas hospitals and advocacy issues



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.





## 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 2022 and/or October 2022 as We CARE We VOTE Week, and host an event at your hospital:

## 2022 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

## 2022 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.



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## Campaign Timeline for Primary and/or General Election 2022

### Pre Week: June 27 - July 3 and/or October 3-9

- ☐ Send form to KHA to request We CARE We VOTE pins for hospital event\*
- ☐ Set date and location for Kick-Off Event

### Week 1: July 4-10 and/or October 10-16

- ☐ Send an email from the CEO to all employees.\*
- ☐ Schedule three Facebook posts for your hospital page.\*
- ☐ Update PowerPoint presentation and agenda for Kick-Off Event.\*
- ☐ Hang posters around the hospital.\*
- ☐ Distribute We CARE We VOTE media release to local media.\*
- ☐ Share Secretary of State Video on voting options to employees and on social media.\*
- ☐ Publish an article about Kansas voting options and requirements in your employee newsletter and remind employees to register to vote by July 12 and October 18.\*

### Week 2: July 11-17 and/or October 17-23

- ☐ Send an email reminder to all employees about the hospital event.
- ☐ Pass out We CARE We VOTE lapel pins at your hospital event.\*
- ☐ Play the We CARE We VOTE video at your hospital event.\*
- ☐ Schedule three more Facebook posts on your hospital page.\*

### Week 3: July 18-24 and/or October 24-30

- ☐ Send a reminder email to employees to mark their calendars for the August 2 Primary Election/November 8 General Election. Include a link to voter information and polling locations.
- ☐ 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 25-August 2 and/or October 31-November 8

- ☐ Schedule the final three Facebook posts on your hospital page.\*
- ☐ Send an email reminding all employees to vote on August 2/November 8.
- ☐ Encourage staff to wear their We CARE We VOTE pins.

\*Samples and templates online at [kha-net.org/advocacy/wecarewевote](http://kha-net.org/advocacy/wecarewевote).

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The logo features the text "We CARE" in red and "We VOTE" in blue, with a white outline of the state of Kansas to the right. The entire logo is set against a background of red, white, and blue diagonal stripes.

**We CARE**  
**We VOTE**

### **Call to Action**

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

### **Four 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. REGISTER to vote by July 12, 2022, and October 18, 2022.
4. VOTE on August 2, 2022, and November 8, 2022.

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### **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](https://kha-net.org/advocacy/wecarewewote) or use QR Code below. For questions or additional assistance, contact Cindy Samuelson, KHA, at **(785) 233-7436**.



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