

VOICE

LEAD

CULTURE

CELEBRATE

**YEAR OF THE NURSE 2020**

# **CINCO EN MAYO**

# **CAMPAIGN**

**RESOURCE TOOLKIT**



## SUGGESTIONS TO

# CELEBRATE

**WE CELEBRATE THE CULTURE,  
CARING AND SPIRIT OF  
HISPANIC NURSES  
WHO ARE THE LEADING  
VOICE OF HEALTH  
IN OUR COMMUNITIES.**

Give current and new members a certificate of appreciation.

Host a Virtual Ventanita or Cafecito Chat for members and nonmembers in your area - create a space to provide 10 minutes for fun or structure your time to share critical professional development tools, discuss policy issues, exchange information on employment opportunities, and allow participants to ask for and give help.



# SHOW THE WORLD OUR CULTURE OF CARE

Consider writing a blog post or article with your personal or chapter story that highlights your passion for nursing and improving the health of our communities.

Send a thank you note to a colleague, employer, chapter sponsor, or other healthcare professional. Your small act of gratitude may not only brighten someone's day, but it may plant a seed and inspire someone to partner with your chapter or join as a member.

# IT IS YOUR TIME TO **LEAD**

## **IN NURSING**

Consider joining a NAHN National Committee or chapter committee. If you already serve on a committee, consider inviting a new member or prospective member to attend as a guest.

Use this campaign energy to exercise leadership by visiting [Nurses on Boards](#) to register to receive information on nationwide board opportunities. If you already serve on a board register your information to inspire others.



# YOU ARE THE VOICE OF HEALTH

Digital Engagement and Social Networking will carry your voice throughout the Cinco en Mayo campaign.

- Share motivational messages to reach potential new members and support your chapter members.
- Create Facebook posts, flyers, web banners, and presentations for your virtual chapter promotional events with a free account on [Canva.com](https://www.canva.com).
- Host a Twitter Chat! Engage potential members through an organic conversation designed to bring awareness to an issue and to your chapter. If you are a pro we can help you promote and if you are a novice we can walk you through the process.
- Tag us on Facebook @nahnnursing or Twitter @nahnnursing and use #NAHNCINCO



# RESOURCES

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- ✓ Thank You Card
- ✓ Appreciation Certificate
- ✓ Social Media Graphics
- ✓ Email Template

Contact  
[director@thehispanicnurses.org](mailto:director@thehispanicnurses.org)  
for more information.

#NAHNCINCO  
#YON2020

