

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Sample donor/funder messages

Suggested messages

The messages below are provided as a suggested starting point for fundraising materials for your Action Coalition. Each section includes sample messages and tips for tailoring them for your Action Coalition.

Overview Core Messages take your audience through the rationale of your case at the highest level. The Overview section contains both “headline” and “supporting” messages. The headline messages are what you want your audience or reader to take away as key points. Supporting messages provide additional detail, and the underlined portions are areas where there are particular suggestions for tailoring your language based on your audience and your state.

The **Our Goals** section provides more detail about the work of your Action Coalition, and **Your Role** describes the importance and impact of philanthropy. You might not go into this level of detail if you were giving a short presentation about your Action Coalition or introducing it to someone for the first time, but for a longer presentation, conversation or proposal, the greater detail of the Our Goals and Your Role sections are appropriate to include.

Finally, a supplemental section at the end of the document provides **Audience-Specific Messages** that directly relate to the interests of different constituent groups. These messages can be added or subbed into the Overview section to emphasize the interests and concerns of a particular audience.

Overview (Core Messages)

| Headline Message | Supporting Messages | Tips for Tailoring Supporting Messages |
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| <p><i>The Reality:</i></p> <p>Health care in our nation is changing dramatically. We face an aging and sicker society, growing insurance enrollments and health care provider shortages—and we must be ready to address these challenges.</p> | <p><u>In [STATE], [APPROXIMATE NUMBER] of newly insured residents are seeking care. More people are struggling with chronic diseases and need regular access to primary and preventive care. Our aging population and growing diversity mean the demands on our health care providers are both growing and changing. These challenges are only exacerbated by high costs and provider shortages that keep people from accessing the care they need.</u></p> <p>This time of change is also an important opportunity. As a country, we are beginning to understand the vital importance of helping people get healthy and stay healthy, with more community-based health services and an emphasis on wellness and preventive care.</p> | <p><i>In the underlined portion, emphasize the changes most pronounced in your state and/or the changes of most concern to your specific audience.</i></p> |
| <p><i>The Potential:</i></p> <p>Nurses have the potential to lead us through this time of complex change and help build healthy communities.</p> | <p>As the largest segment of our health care workforce, nurses will have the greatest impact on whether our communities are healthier tomorrow than they are today. There’s a reason that, year after year, nurses are ranked as the country’s most trusted profession.</p> <p>Nurses connect people to the care they need. They lead, innovate and discover, all with the goal of improving care and supporting healthier communities. As the frontlines of high-quality care, they also put those new discoveries and innovative policies into practice.</p> <p>Nurses have a unique role, giving them unique potential to lead us through the transformation of health care.</p> | <p><i>Consider adding or substituting in an audience-specific headline and/or supporting text here from the supplemental section (found at the end of this document).</i></p> |
| <p><i>The Solution:</i></p> <p>The future of health care in [STATE] depends on the future of nursing.</p> | <p>To address the health care challenges [STATE] is facing, as well as keep residents healthy, we must equip nurses with the right tools and opportunities, <u>whether they are pursuing an advanced degree, providing direct care or advocating for policy changes.</u></p> <p>If we prepare our nurses for the health care</p> | <p><i>In the underlined portion, highlight areas that demonstrate how your Action Coalition is helping prepare nurses (at a high level similar to what</i></p> |

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| | <p>system of tomorrow, they will lead us there. They will improve the health of our citizens, strengthen our economy and advance our state.</p> | <p><i>is currently provided).</i></p> |
| <p><i>The Solution:</i></p> <p>At [NAME OF ACTION COALITION], our fundamental goal is to promote a culture of health, ensuring that consumers get the care they need, when and where they need it.</p> <p>We can't do that without nurses.</p> | <p>The [NAME OF ACTION COALITION] is part of a nationwide, collaborative effort to advance the nursing profession, The Future of Nursing: Campaign for Action.</p> <p>We have brought together a <u>coalition of nurses, other health care providers, insurers, businesses, educators, researchers consumers and policymakers</u>. All of these partners are committed to advancing nursing to ensure all [STATE] residents have access to high-quality, accessible, cost-effective care.</p> <p><i>[Alternate second paragraph for Action Coalitions aligned with nursing workforce centers:]</i> We are also an integral and integrated part of [NAME OF WORKFORCE CENTER]. Through this partnership, we bring together leaders from across the nursing field and the health care sector to ensure that our state's nurses have the skills and knowledge to drive high-quality, accessible, cost-effective care for people across [STATE].</p> | <p><i>In the underlined portion, describe what types of partners you have involved (broadly).</i></p> <p><i>If you are a part of your state's nursing workforce center, use the alternate second paragraph.</i></p> |
| <p><i>Your Role:</i></p> <p>Your support makes our mission possible.</p> | <p>The work we are all doing together depends on the support of our corporate partners, foundations, and individual supporters.</p> | <p><i>Describe the impact of donor/funder support. Ideally, focus this on the impact <u>outside</u> your Action Coalition (i.e. if donor support will allow you to offer \$X in scholarships each year, focus how that funding serves students, rather than that the funding supports your scholarship program.)</i></p> |

Our Goals and Work

| Key Messages | Tips for Tailoring |
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| The challenges we're seeing nationally related | What facts give a snapshot of the health of |

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| <p>to our population’s health are no less challenging here at home.</p> <p><u>Include key health indicators (see tips)</u></p> | <p><i>your state’s population and demand for care? These could be:</i></p> <ul style="list-style-type: none"> • <i>Disease incidence ratings</i> • <i>ACA-related demand among newly insured</i> • <i>Demographics, particularly population growth or significant senior population</i> |
| <p>At the same time, systematic challenges such as [XX] prevent us from adequately addressing the changing and rising demand for care in our state.</p> | <p><i>What facts “make the case” for the importance of nurses in your state? These could be:</i></p> <ul style="list-style-type: none"> • <i>Nursing shortages</i> • <i>Nursing faculty shortages</i> • <i>Primary care physician shortages</i> • <i>Policy challenges, such as barriers to care and practice</i> |
| <p>[Action Coalition] was established to ensure that our state is ready to meet the health care needs of our population today, tomorrow and well into the future.</p> <p>What drives our work is the vision that <u>[everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health.]</u></p> <p>As part of The Future of Nursing: <i>Campaign for Action</i>, we are carrying out the recommendations of the landmark Institute of Medicine report, <i>The Future of Nursing: Leading Change, Advancing Health</i>.</p> | <p><i>Sub in your Action Coalition’s vision or mission.</i></p> |
| <p>Based on the specific needs of our state, we are focused on [#] core goals, drawn from the recommendations of the Institute of Medicine report, <i>The Future of Nursing: Leading Change, Advancing Health</i>. These are:</p> <ul style="list-style-type: none"> • Advancing education. <i>We need to prepare our nursing workforce to serve growing and changing consumer needs in the future by strengthening and modernizing education and supporting a strong pipeline of future nurses.</i> • Removing barriers to care. <i>Outdated policies prevent consumers from full and open access to high-quality care. By</i> | <p><i>Choose those that apply to your state. Adapt text as needed to reflect specifics of your initiatives, successes and goals, but aim to keep these at a high level and avoid insider/technical terminology that might not be familiar to those who aren’t as close to the sector.</i></p> <p><i>Note, in the first sentence, if the Institute of Medicine report has been previously referenced in the document, shorten the reference here to “The IOM’s Future of Nursing report.”</i></p> |

working to remove these unnecessary nursing-policy barriers, we will expand consumers' access to care and reduce costs.

- **Empowering nurses as leaders.** *With more nurses in leadership positions across the health care sector—from board members and faculty to policymakers and hospital leaders—we will be better able to enact change that reflects the realities of the individuals, families and communities nurses serve.*
- **Promoting diversity.** *Our work helps ensure that the nursing profession is equipped to provide culturally competent care in a variety of settings to an aging and more ethnically diverse population with more chronic illnesses.*
- **Fostering interprofessional collaboration.** *When provider teams work together, they can offer higher-quality, more effective care. We are working to promote a team-based approach to education and care that positions nurses as partners.*
- **Bolstering workforce data.** *Building a nursing workforce able to meet current and emerging needs can only happen if we know what that workforce needs to look like. We are creating tools that track our needs and our progress so that we can work toward the common goal of promoting a culture of health throughout [STATE].*

Your Role

| Key Messages | Tips for Tailoring |
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| <p>Your support will make a difference to ensure people get the care they need, when and where they need it.</p> <p><u>Include details about funding opportunities</u></p> | <ul style="list-style-type: none"> • <i>What initiatives or other priorities will donors/funders' support help you expand, continue or launch? What is the anticipated impact of each priority?</i> • <i>If no defined priorities exist, how would you describe what contributed support will allow you to accomplish that you wouldn't otherwise be able to?</i> |

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| | <p><i>See the Case for Support Materials resource guide for additional support on identifying and articulating funding priorities.</i></p> |
| <p>The future of health care depends on the future of nursing, and the future of nursing depends on you.</p> <p><u>Please join us in supporting our nurses—and ultimately residents and communities throughout our state—with a \$XX gift to [ACTION COALITION].</u></p> | <p><i>NOTE: If a prospect is still early in cultivation, DO NOT ask for a gift yet. Conclude with discussion about where their interests align with the work of the Action Coalition.</i></p> <p><i>If you are presenting to a broad audience, substitute the underlined message with:</i></p> <p><i>“We would love to talk more with you about how we can work together to advance nursing and improve health throughout our state.”</i></p> <p><i>If a prospect has been fully cultivated and you are ready for solicitation, keep both talking points and be sure to include a specific gift amount and details on how to give if needed.</i></p> |

Audience-Specific Messages

| Audience | Headline Message | Supporting Messages |
|---|---|---|
| Foundations or other funders focused on community health, as well as individuals with an interest in health | Nurses know what we’re up against. | <p>Nurses spend more time with individuals and families seeking care than any other health care professionals. They live and work alongside the very people they care for day in and day out. They are on the frontlines of the changing landscape of health care.</p> <p>Nurses are our best answer to the many questions facing our health care system.</p> |
| Hospitals, health systems and other health care providers | Amid all the uncertainty of health care today, you can count on your nurses. | <p>Nurses are on the frontlines of the care that you provide. When nurses are properly educated, trained and positioned to achieve their potential at work, they help improve care outcomes, reduce readmission rates and contain costs.</p> <p>Nurses are a crucial part of providing accessible, high-quality, cost-effective care, especially with a growing, aging and sicker population turning to you for care.</p> |
| Health-related businesses | If you want to advance the quality and effectiveness of health care, | Nurses are on the frontlines of delivering the care that you help make possible. When nurses are properly educated, trained and positioned to achieve their potential at work, they help improve care outcomes and they make it possible for more people to access |

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| | nurses are your answer. | the care they need, when and where they need it. |
| Non health-related businesses (such as major employers in the state) | <p>You want to ensure a healthy, productive workforce.</p> <p>You want to keep your health care costs in check.</p> <p>You want to contribute to the region's economic growth.</p> <p>Nurses are your answer.</p> | <p>People want to be able to work, and having access to convenient, affordable, trusted care makes it easier for your employees to get healthy and stay healthy. Nurses are essential to ensuring that care is there when your employees need it.</p> <p>A healthier workforce also means a healthier economy, driven by companies like yours that are willing to invest in the health and future of our state.</p> <p>Allowing all providers, including nurses, to practice to the full potential of their education and training is one of the best ways to contain rising health care costs AND to address shortages in primary care that restrict people's access to care.</p> |
| Nurses <i>(Note: if you are sharing your case with nurses, review for other areas in the messaging where it makes sense to speak directly to them as "we" rather than "nurses.")</i> | <p>As the largest segment of the health care workforce, we have tremendous potential to improve care for everyone.</p> <p>But we must work together.</p> | <p>As nurses, we spend more time with individuals and families than any other health care professionals. We live and work alongside the very people we care for day in and day out. We understand the challenges our health care system is facing, because we're on the frontlines every day.</p> <p>We have the potential to make sure that our communities are healthier tomorrow than they are today.</p> <p><i>[Note: If the presenter, speaker is not a nurse, adjust the wording to "you" instead of "we."]</i></p> |
| Legislators and policymakers | <p>Your constituents want to lead healthy, happy lives.</p> <p>You want to strengthen the state economically.</p> <p>Nurses are your answer.</p> | <p>People want to be productive citizens and contributing members of our state. Having access to convenient, affordable, trusted care makes it easier for your constituents to get healthy and stay healthy. Nurses are essential to ensuring that care is there when they need it.</p> <p>A healthier citizenry also means a healthier economy, driven by people like you who are willing to invest in the health and future of our state.</p> |