

Celebrating National Nurses Week

May 6–12, 2014




Resource Toolkit

NATIONAL NURSES WEEK 2014



Nurses Leading
the Way



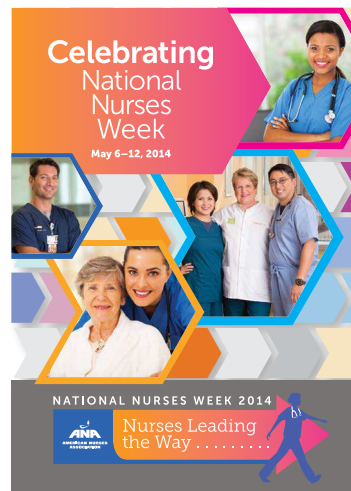


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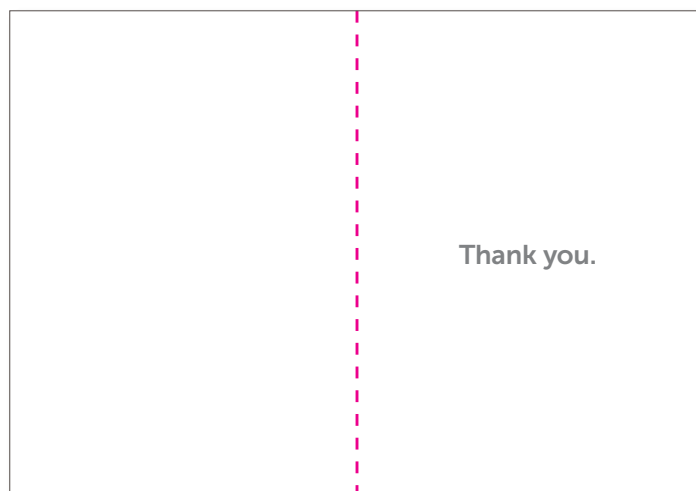
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Thank You Card

Use this professionally designed Thank You card to show your nurses how much you appreciate everything that they do for patient care and how integral they are to your organization. Customize your cards by adding a personalized message and your organization's logo (using Adobe InDesign file).



5x7"
Fits standard A7 envelope



Adobe InDesign Files
[Download](#)

High-Resolution PDF
[Download](#)

Certificate of Appreciation

Print this Certificate of Appreciation to show your nurses how much you care about everything they do.

Certificate of Appreciation



PRESENTED TO

in recognition of your dedicated service

SIGNATURE _____ DATE _____

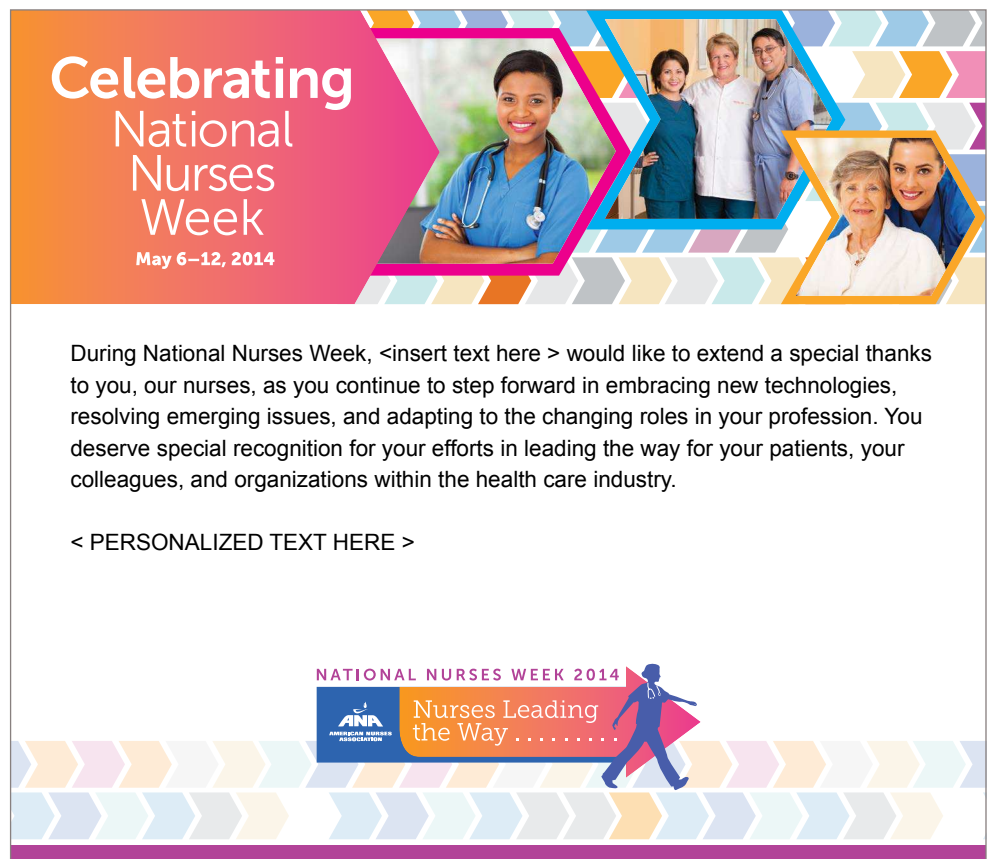


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Email Template

This Microsoft Outlook OFT email allows you to send a professionally designed email directly from your inbox to your staff and organization. We've included messaging you can use and personalize to make your own.



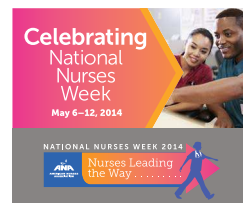
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Online Ads

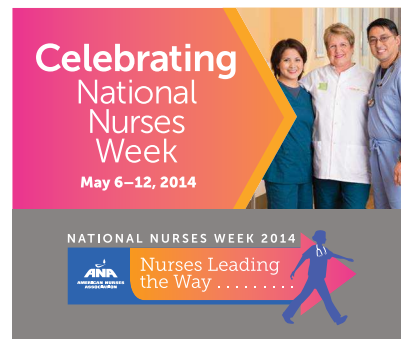
ANA has created four standard online ad sizes for you to use on your organization's website to promote National Nurses Week 2014.



Wide skyscraper
160x600 pixels
[Download](#)



Rectangle
180x150 pixels
[Download](#)



Medium rectangle
300x250 pixels
[Download](#)



Leaderboard
728x90 pixels
[Download](#)

Logo Library

The National Nurses Week 2014 logo was developed by ANA to celebrate the week and to recognize nurses and their roles in the healthcare fields.



NNW 2014 Logo [EPS]
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NNW 2014 Logo [PNG]
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Logo Usage

ANA trademarks the logo but allows facilities to use it in their National Nurses Week celebrations and activities. The only restriction on logo usage is that the logo may not be used for the production of t-shirts, mugs, keychains, pins, or other gift items. ANA's supplier – Jim Coleman, Ltd. – has the exclusive rights for production and sale of these products. The National Nurses Week 2014 Official Product Catalog can be downloaded through this website or the products can be viewed at www.jimcolemanstore.com/ana.

Documents & Articles

ANA has compiled several articles and letters to help you promote National Nurses Week 2014 to your community and the media.

Tips for Official Recognition by Your State or Community

Getting a proclamation for National Nurses Week can be easy — if you know how to go about it. In many areas, a mayor or governor can issue a proclamation without action from the city council or state legislature. Find out how.

[Download](#)

Gubernatorial/Mayoral Proclamation Sample

Customize this sample proclamation and provide it to your mayor or governor's office for their use.

[Download](#)

National Nurses Week 2014 Article for Editors and Reporters

This in-depth article on the role National Nurses Week plays in the careers and lives of nurses and how nurses shape the world can be provided to editors and reporters in your community for publication.

[Download](#)

Sample/Form Letter to Editors on Community Testimonials

Invite newspapers in your town to solicit testimonials from the community about the impact nurses have made in their lives and then print them as part of National Nurses Week 2014 celebration.

[Download](#)

Tips for Working with the Media

If you're trying to get significant coverage for National Nurses Week 2014, you need to work with the media. There is one main difference between advertising and publicity; you pay for advertising, and publicity is free. In order to obtain publicity, you will need to come up with ideas and work with reporters in advance. Here are some tips for informing the public about National Nurses Week.

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