



American  
Heart  
Association.



# **Nurse Appreciation Week Volunteer Activity**

**May 6 - 12, 2022**





# FOCUS ON MENTAL WELL-BEING

Chronic workplace stress can be as risky to health as secondhand smoke, and nurses have experienced unprecedented levels of stress over the past two years. Managing stress can improve feelings of happiness, purpose and gratitude, all of which can keep hearts and minds healthier, and make it more likely for people to stick with healthy habits.

Little things like “thank you” notes can go a long way in helping support and improve mental well-being for both the people showing gratitude as well as for those being thanked!

The American Heart Association invites companies to join us in acknowledging and celebrating nurses during Nurse Appreciation Week and supporting their mental wellbeing.

Together we will help nurses feel appreciated and supported!

Tip: Increase the impact of your company’s volunteer activity by including AHA resources that support mental well-being along with the special messages of gratitude!



# PLANNING YOUR NURSE APPRECIATION GRATITUDE EVENT

## EVENT TIMELINE

01



REACH OUT TO ORGANIZATIONS

02



SET IMPACT GOALS

03



RECRUIT VOLUNTEERS

04



COLLECT DONATIONS

05



HOST CARD MAKING PARTY

06



PROMOTE YOUR EVENT

07



DELIVER CARDS

08



THANK VOLUNTEERS

## STEP 1: REACH OUT TO EMPLOYERS OF NURSES

Reach out to [local hospitals](#), [senior centers](#) or other organizations where nurses are employed to share your company's interest in providing thank you messages to their nurses. You can then work with them to best determine how to proceed with planning your Gratitude Event based on the number of nurses to receive the cards.

*Please note that the link is provided for convenience only and not an endorsement of either the linked-to entity or any product or service.*

## GUIDING QUESTIONS

Once you have identified where your company would like to deliver the cards, contact the hospital or company and ask the following questions:

1. Who should we work with at your hospital/company to coordinate delivering thank you cards to your nurses?
2. How many nurses work at your company/organization?
3. How would you like the thank you cards to be delivered and distributed?



## STEP 2: SET IMPACT GOALS FOR YOUR COMPANY

- How many employees does your company want to have participate?
- How many cards do you want your company to make and deliver?
- How many cards does each employee need to make to achieve this goal?
- What is the estimated time commitment for each volunteer?

# GRATITUDE EVENT PLANNING

continued



## STEP 3

### Recruit Volunteers

Volunteers are needed to make cards, box-up and print the mental well-being materials and deliver the cards.

## STEP 4

### Collect Supply Donations

Examples include: colored paper, poster board, stickers, markers, glitter, etc.

## STEP 5

### Host an in-person or virtual “card making party”.

Consider hosting an in-person or virtual card party as a way to engage your team!

## SAMPLE THANK YOU CARD MESSAGING

- Thank you to all the nurses who have proven they are true heroes! We greatly appreciate your service. Happy Nurses Week!
- Sending thanks and warm thoughts to all of you who are working through these challenging times.
- I am thankful for your commitment to caring for our community!
- Your dedication and skill are making a difference.
- Thank you so much for what you are doing for our world.
- You are truly a hero. Thank you.
- Because of you, we live in a happier, healthier world. Happy Nurses Week
- Every day you make a commitment to serve. Thank you. Happy Nurses Week.
- Your tireless efforts are not going unnoticed. Thank you.
- You deserve our applause, our thanks and our respect.
- You are making a bigger impact than you realize.
- Our community is better because you are a part of it.

More thank you card ideas:

- [25 Easy DIY Thank You Cards](#)
- [DIY Thank You Card Ideas](#)

*Please note that the link provided is for convenience only and not an endorsement of either the linked-to entity or any product or service.*



# PROMOTE YOUR NURSE APPRECIATION GRATITUDE EVENT

## STEP 6: GET SOCIAL

Share information about your company's volunteer experience using the AHA approved social media posts below along with a photo of your volunteer activity.



*"Our company is proud to dedicate the time and talent of our employees in support of the mission of the American Heart Association. We are getting to the heart of the matter and being a relentless force by making and delivering special thank you cards to nurses during Nurse Appreciation Week, along with mental wellbeing resources from the AHA, to show we appreciate their hard work and dedication to our community."*

*"[Company name] is committed to showing up for nurses and being a relentless force for longer, healthier lives. Our employees are proud to make an impact by volunteering with the American Heart Association and expressing gratitude and appreciation for nurses during Nurse Appreciation Week!"*



# DAY OF EVENT

## STEP 7: DELIVER THE CARDS



**When delivering the cards on the date and time you agreed upon with the recipient hospital or company, take photos and videos to capture your event and share them with your local American Heart Association staff person.**

**Before sharing, make sure that all people have signed our [photo release form](#) so they are aware their photo may be shared in various places including social media or our website.**

## STEP 8: THANK YOUR VOLUNTEERS AND COLLEAGUES

Sample thank you email:

Dear NAME,

Thank you for supporting COMPANY NAME'S thank you volunteer activity for Nurse Appreciation Week. With your help, our company delivered X thank you cards to show we care about our nurses. Thanks to YOU who made a big impact on our community! Together, we are working with the American Heart Association to support the mental well-being and overall heart health of our community. You are making a positive impact, and we appreciate your participation!

## DOLLARS FOR DOERS

Pro Tip: Turn your Time into Treasure! If your company offers Dollars for Doers, be sure to encourage employees to log their volunteer hours to increase their impact even more! Visit [www.heart.org/matchinggifts](http://www.heart.org/matchinggifts) and scroll to the bottom of the page see if your company offers these dollars.





**American  
Heart  
Association®**

