



national  
case  
management  
week

OCTOBER 8-14, 2023



*Keeping the person  
at the heart of  
collaborative care.*

# Celebration and Promotion Guide

[cmsa.org](https://cmsa.org)

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# Case Managers ROCK!

Case Management Society of America

National Case Management Week is October 8-14, 2023. It is a time to celebrate YOU, our field, and the progress we have made together. The past few years, our field has been challenged to step up and because of you, we are keeping the person at the heart of collaborative care.

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*Keeping the person  
at the heart of  
collaborative care.*

What does that journey look like for you? What accomplishments and aha moments have emerged from coordinating care and elevating patients to the best version of themselves throughout their health journey? What gaps have you bridged as you orchestrate sometimes impossible care strategies that require alliances with other healthcare professionals, agencies, and industry partners? We want to hear it! Leading up to and throughout CM Week, we invite you to share and engage with the entire case management community in the following ways:



**Let's be friends\*!** Like, share, and tag CMSA National on

**Facebook:** <https://www.facebook.com/cmsanational>

**LinkedIn:** <https://www.linkedin.com/company/51333>

**Instagram:** <https://www.instagram.com/cmsanational/>

**Twitter:** <https://twitter.com/CMSANational>

You can also follow our CM Week Facebook page here: <https://www.facebook.com/NCMWeek>

**\*Remember to like, comment, repost, and share CMSA National posts, plus be sure to use the hashtag #CMWEEK2023 and tag CMSA National when YOU post so we can share too!**

**Use your voice!** Let's make CM Week 2023 more meaningful than ever! We invite you and your community to create short video clips about what inspires you, what you love most about your field and what drives you forward. Share them on your social media platforms and tag CMSA National so we can share them on ours. One voice, one field, and one passion are what **#CMWEEK2023** is all about!

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# Celebrate National Case Management Week!

National Case Management Week is the 2nd FULL WEEK of October each year, beginning on Sunday and ending on Saturday. Through National Case Management Week, the Case Management Society of America (CMSA) hopes to educate payers, providers, regulators, and consumers about the tremendous value case managers bring to the successful delivery of health care.

The goal of National Case Management Week is to involve as many people as possible in the annual awareness celebration. Below are a few ideas to help get you started.

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## IDEAS FOR CELEBRATING NATIONAL CASE MANAGEMENT WEEK

### Individual Activities

- Tell ten other professionals you are a case manager.
- Offer to speak about case management at community events & other organizations' meetings.
- Ask every CMSA member to wear a "Member Pin." The official member pin may be ordered through the CMSA National Office.
- Purchase promotional items for CM Week in the [CMSA Spirit Store!](#)

week of Case Management Week.

- Encourage employers to purchase CMSA memberships for their case managers.
- Highlight different case management practice settings each day, such as acute care, work comp, rehabilitation, or elder care.
- Encourage local businesses to participate by displaying educational information and posters. Looking for some good templates? Check out [Canva!](#)
- Schedule an open house, offer free health screenings, health information and/or tours of your facility.

### Employer Activities

- Host a "lunch and learn" meeting for case managers.
- Display CM Week posters and banners in prominent places and have staff wear CM Week t-shirts and CMSA member pins.
- Profile case managers willing to share their stories in a company newsletter to raise awareness of the practice.
- Proclaim CM Week at your company and promote a different activity each week during October, or each day during the

### Health Provider Activities

- Recognize case managers as members of the healthcare team and teach them what they need to know to communicate more effectively with you.
- Honor case managers with a recognition day to show you appreciate how much they do for your patients.

## Community Activities

- Promote case management by sponsoring health fairs, conducting preventive health screenings in underserved areas, or organizing other services in your community.
- Work cooperatively with hospitals, nursing homes, employers and other community facilities to set up a special display for Case Management Week using promotional materials, such as pins, t-shirts, posters, etc.
- Host a celebration or reception to recognize a case manager in your community. Recognition could honor years of service to the community, exemplary acts of service, commitment to case management, etc.
- Host professional seminars and workshops for health professionals in your community.
- Arrange exhibits and displays in public facilities.

## Government Activities

- Encourage your mayor, county executive or governor to issue a local proclamation for National Case Management Week.
- Invite a politician -- local, state or federal -- to accompany a case manager or CM team at their place of employment, for a day or part of a day. Health care is a highly visible issue and important to all voters. This activity also offers a good opportunity for media coverage.
- Hold an event at the state capitol. Take the opportunity to educate state legislators about the role and value of case managers in the health care system.

## Social Media Activities

- Market Your Event Through Twitter - use a hashtag (CMSA National uses #CMWeek2023) in all your related tweets and encourage other people to do the same when talking about your event.
- Market Your Event Through Facebook - Certainly, you can update your status with news of your event, but don't overlook Facebook Events, a powerful tool of the platform. First create a page for the event, and then create a "Facebook Event" from that.
- Promote business functions with LinkedIn Events to reach your professional network.
- Market Your Event Through Blogging - Whether through an existing blog or as a guest blogger, be sure to create posts that include a call to action at the end that includes links (to your event, fundraiser, awareness campaign, etc.).
- Online Calendar Listings: There are many online calendars, and you should list your event in any that seem appropriate.
- Local papers, TV channels and radio stations' websites often host a calendar of events that offer free postings. Tweetvite is a site for promoting and learning about tweetups, and Eventful is one of many sites where you can list all types of gatherings.



## Professional Organization Activities

- Hold a case management trivia or bingo contest to educate employees.
- Honor case managers at a special recognition day.
- Decorate with banners, posters, flyers.
- Present awards to employees for outstanding service or contributions.
- Coordinate educational in-service training sessions.
- Publish special editions of corporate newsletters focusing on CM Week.
- Host a Family Resource Day, complete with workshops and community resource information.
- Build case management awareness through CMSA resources (to physicians, legislators, regulatory officials, etc.). For available resources, check out the CMSA website at [cmsa.org](https://cmsa.org), or contact the CMSA National Office at [cmsa@cmsa.org](mailto:cmsa@cmsa.org).
- Speak to nursing, social work and other organizations about case management careers.
- Invite a local celebrity (one who has spoken about health care in the past; one who has personally experienced case management services; or one whose family member has) and request his/her sponsorship of Case Management Week. Hold an event and ask him/her to speak about a personal case management experience.
- Obtain support from allied healthcare organizations in your area by asking them to sponsor National CM Week and to host a joint event with your organization.
- Create a publication of case management stories. To develop your publication, contact other case managers for their case

management stories. They are a powerful way to make case management real for those who have not experienced it, either professionally or personally. Explain how you will be using the stories (to educate other physicians, payers, regulators, etc. about case management.)

## News Activities

- Contact local bloggers and ask them to help you promote local activities.
- Write letters or emails to your local paper.
- Contact radio and TV stations to let them know about CM Week.
- Write a guest editorial to newspapers, journals, or magazines regarding the positive impact of case management.
- Host a press conference and discuss an important health care issue in your community.
- Distribute a press release announcing National CM Week.





## FOLLOW THESE EASY STEPS TO ENSURE YOUR EVENT IS A SUCCESS!

- 1.** Select your date, allowing 2-3 months lead time. Unless your event is of a social nature, choose a Tuesday, Wednesday, or Thursday for best attendance. Avoid holidays, sporting events, or other civic functions.
- 2.** Establish your theme using CMSA materials, being sure to order ahead of time!
- 3.** Create a Facebook page for the event, then a “Facebook Event” from that page.
- 4.** Promote on LinkedIn. Once someone RSVPs to your event, it shows up on the home profile of everyone that person is connected to, spreading the message for you.
- 5.** There are many ways in which you can use Twitter to raise awareness. Use hashtags (ex. #CMWEEK2023) and encourage people to tweet out your hashtag and spread the word. Sweeten the deal with a free pass, door prize or other giveaway for one lucky hashtag-er.
- 6.** Plan your guest list and put together a mailing and/or email list. Include a variety of guests (i.e., CMSA members, prospective members, and local media). If your event targets the public, then your guest list should include appropriate public figures.
- 7.** Reserve your site, planning on no more than 50% attendance. For larger groups, consider school auditoriums, hotels, churches, or community halls. Allow for booth/table space as needed, and check availability and rental fees of audio-visual equipment.
- 8.** Arrange for catering. For daytime, consider pastries or fruit and cheese, with non-alcoholic beverages. For evening, hors d’oeuvres and punch. *Please note:* If you choose to serve alcoholic beverages, be aware of state and local liquor liability laws. CMSA does not provide liquor liability coverage.
- 9.** Send electronic or mailed invitations at least 3-4 weeks in advance. For mailing, hand-address and send first class for greater response and follow up with a phone call a week in advance. Keep a master list of invitees and attendance for follow-up.
- 10.** Local papers, TV channels and radio stations’ websites often host a calendar of events that offer free postings. Tweetvite is a site for promoting and learning about tweetups, and Eventful is one of many sites where you can list all types of gatherings.



11. Publicize your event using local print, radio, and TV media (refer to the Newspaper, Radio, and TV section of this guide). Your press release should state "by invitation only" if that is the case.
12. Personally inspect the facility in advance. Check all audio-visual equipment. Request or have AV equipment (e.g., cables and extension cords) on hand.
13. Get there at least 30 minutes early to meet and greet guests. Be sure to start on time.
14. Give guests "goodie bags," including CMSA logo items as they leave.
15. Follow-up promptly with an email, letter, postcards, or phone call to thank guests and send additional information to those who request it.
16. Publish an agenda.
17. Whenever possible, provide name badges, door prizes and begin the event with an icebreaker.

## HOSTING VIRTUAL EVENTS AND ACTIVITIES

Virtual events are a great way to engage a crowd! Using an everyday platform like Zoom, you can organize and engage your community in fun and meaningful ways. Here are just a few ideas!



**Host a Virtual Happy Hour!** Everyone loves an evening event where they have an opportunity to connect with friends. To make it even more exciting, send a signature cocktail recipe to attendees ahead of the event. Break the ice by asking everyone to introduce a fun fact about themselves!



**Start a CM Week Book Club!** Pick an interesting and relevant book and invite the community to read along. Host discussions about the book throughout the week. Consider various times for discussion such as over coffee, a Saturday Brunch, evening cocktail or enjoy your lunch together during the week!



**Trivia Anyone?** Have a fun time with everyone showing off their knowledge of all things CMSA and Case Management. Throw in a few random and unexpected questions that do not pertain to the field! Virtual door and winner prizes add to the atmosphere. If you are using Zoom or a similar program, you can use the breakout room feature and break large crowds into groups to play!



**Mindfulness Matters.** Case Management demands long hours and a dedicated mind. Consider hosting a virtual mindfulness session or two throughout the week. Send daily tips encouraging your community to take a breath and entertain positive thoughts!

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# Social Networking

## CREATE AN INTERACTIVE COMMUNITY THROUGH SOCIAL MEDIA!



**Facebook:** Create a Facebook page for your chapter and invite others to “like” the page. Then regularly announce events, meetings, and special announcements; post photos and related links; create events; start discussions; and stay connected with individuals, organizations, and other chapters. [www.facebook.com](http://www.facebook.com)



**Twitter:** Create a Twitter account for your chapter and encourage others to “follow.” Tweet by posting your important events and retweeting interesting comments of others, news, links, etc. Follow other organizations to see what they consider news or their latest announcements. [www.twitter.com](http://www.twitter.com)



**Instagram:** Upload and share photos of your events! Hashtags are very important on IG, so be sure to include hashtags in your posts, plus use the search hashtags to find new contacts with common interests and like, comment and share (e.g, #CMWeek2023, #CaseManagement). [www.instagram.com](http://www.instagram.com)



**LinkedIn** – If you have not already, create a LinkedIn profile for your chapter and as an individual. Search email contacts to easily find people you already know on LinkedIn and connect with them and their contacts. [www.linkedin.com](http://www.linkedin.com)



**Blog It!** Create a blog to provide commentary or news about health care, case management, and other related topics. The ability of readers to leave comments in an interactive format is an important part of many blogs. Search online free blog services, such as [Wordpress.com](http://Wordpress.com). Visit the [CMSA Blog](#) as a reference for topics, content and graphics.



**YouTube** – Use YouTube to upload, share and view videos. Create a short promotion about your event or record a short video of your event. Edit your videos on your smartphone with apps like VideoPad or iMovie. PowerPoint presentations can also be posted on YouTube. [www.youtube.com](http://www.youtube.com)



# Digital Marketing

Consider digital marketing the ideal way to communicate with your members and prospective members.

- 1.** Your website URL (e.g., [cmsa.org](http://cmsa.org)) should be included on anything public facing:
  - Images, graphic posts, social media copy, newsletters, emails, printed materials and especially mass outreach such as press releases.
- 2.** Be sure to include a link back to [cmsa.org](http://cmsa.org) on your chapter site and to update CMSA staff with any changes to your web URL or contact information.
- 3.** Email your members regularly (at least monthly):
  - Establish a monthly, bi-monthly, or weekly newsletter where your chapter members can expect to find current events and information.
  - Send standalone emails (featuring a single topic only) to alert members and prospective members to special programs or events of interest, such as your chapter's CM Week plans.
  - Always include your website, email, and phone number.
- 4.** Use your website to create an email database of prospective members by having a contact us page and easy to find contact information. Include an opt-in for newsletters, emails and texts.
- 5.** No website yet? Here are some strategies to help you compete effectively:
  - Establish social media accounts and post engagement opportunities daily. Showcase a professional, but fun environment within your chapter.
  - Engage with your members and prospective members on your social media. Respond quickly and ask open ended questions.
  - Post how CMSA can effectively help them meet their career goals.
  - Cite other member's opinions about CMSA. This "testimonial" works especially well for "experience" products like association membership.
- 6.** Be efficient and timely. Return phone calls and emails promptly. Invite the prospect to attend a meeting. And most of all, ask them to join. Be available at the times your members and prospective members are available.
- 7.** Be visual. Share content that has photos and samples of events to capture the interest and excitement of your local chapter activities.
- 8.** Promote the fact that you have access to CMSA products and services available at the national level.

9. Investigate online advertising opportunities with Facebook and other social networks, online organization newsletters, websites, etc.
10. Emphasize how CMSA can help the prospective member advance their career (educational programs, CEs, networking, etc.)
11. Send press releases. Remember, press coverage is a vital part of your marketing effort and costs only minimal fees and your time.
  - Use newswire services, such as those listed below, that distribute your press release to targeted outlets for a fee.
    - a. <http://www.prweb.com>
    - b. [www.prnewswire.com](http://www.prnewswire.com)

Find sample press releases toward the end of this packet.

A graphic with a blurred background of a hand holding a pen over a document. The text "Marketing on the Local Level" is centered in a large, bold, blue font.

# Marketing on the Local Level

CMSA National's marketing campaigns are designed to heighten the overall interest in membership and drive prospective members to you. While these marketing efforts are a great starting place (share CMSA National posts and forward emails), you can personalize national marketing efforts through local media.

## Print Newspapers

- Write an article about chapter activities or educational programs as an industry expert and submit it to the appropriate feature editor (local papers, community newsletters or industry publications).
- Submit special event news to the newspaper's "Community Calendar" — a free listing of local events.

## Local Radio/TV Stations

- Secure donations from local companies and purchase airtime on your local radio and TV stations. Be sure to thank the sponsor on air/in the ad.
- Send local radio and TV stations press releases to be covered during local news segments.
- Offer yourself as an industry expert to discuss case management on local talk shows during CM Week.
- Use testimonials from on-air talent (morning show hosts/newscasters), whom listeners know and trust.
- Invite station personnel to a chapter event.

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# Other Helpful Tips

Communication is the key! Reach out directly to prospective, lapsed, and current members. CMSA can provide you with member lists, a national logo and CM Week graphics to help you generate successful communication efforts.

## Correspondence:

- Use themed graphics when emailing prospective members!
- Handwritten notes go a long way!
  - Send a note to prospects who attend chapter meetings/events.
  - Send congratulations to members and prospects on birthdays, graduations, job promotions, etc.
- Send welcome cards for new members who join your chapter.
- Postcards and Note Cards can be printed via sites like [VistaPrint](#) that offer affordable prices. You can also search for promotional codes for additional discounts!
- Create an electronic greeting card or invitation. Many are free. Visit [Hallmark](#), [Bluemountain](#) or [Evite](#) to see what best suits your chapter and budget!

## Advertisements

**Print:** Use CMSA's reproducible visuals and copy to create attractive flyers, signage, newsletters, and publication ads. CMSA also has other customizable CM week graphics and slides available.

**Web advertising:** Investigate website advertising on related sites. These include banner ads, sponsoring a Web site or a feature on it; advertising in e-mail newsletters; contest promotion; and, in general, finding new ways to engage and interact with the desired audience. Investigate the possibility of “trading” ads with another organization to eliminate costly fees.



# Creating a Communications Plan

## Build Your Mailing List

- Your current member list coupled with a prospective member list will be at the core of your communications. Use this list to:
  - Email/mail information on special chapter activities and events.
  - Touch base with members on special occasions.
- Remember to ask members and prospective members about important dates and maintain them in your database.
- Build your list to reach new prospective members. Here's how:
  - As a CMSA leader, you can download a list of inactive members and request any unassigned chapter members from the CMSA National office.
  - Contact businesses and sponsors in your area whose employees may be potential members and negotiate use of that list.
  - Negotiate membership lists from similar groups.
- Remember to contact CMSA National Chapter Services before making any changes to your chapter dues! Contact the Chapter Services Department of the CMSA National Office to develop other ideas at [cmsa@cmsa.org](mailto:cmsa@cmsa.org).
- Offer a special gift when guests visit.
- Make it easy to respond. Provide contact information in every correspondence.
- Keep it personal. Chances are, you will get a higher response when you address a person by name.
- For mailed material, use a real stamp instead of metered postage so your envelope does not look like "junk mail." Bulk-rate stamps are available from the post office.

## Choose a Format

1. **Postcards:** Use postcards to:
  - Send handwritten notes to your best prospects.
  - Invite prospective members to attend a special chapter event as your guest.
  - Imprint a general message to your entire prospective member list.

## Create a Concept

- Develop a special offer with a time limit (e.g., "Get 10% off chapter dues during the month of October").

- 2. A promotional flyer:** To create an easy, cost-effective flyer, request a CMSA flyer with your chapter name, address, phone number, email, address, and website address in place. Handwrite a message in the margin. Fold, seal, address, and mail it.
- 3. Email!** Low to no cost and light on the carbon footprint, emails are the go-to for correspondence. Make sure to use appealing graphics and include weblinks to make things easy on the reader.



## Direct Mail Checklist

- 1. Here are the things you will want to do:**
  - Save money on direct mail by making sure your mailing is a standard post office size to avoid paying extra postage.
  - Ask at your local post office about lower cost bulk or pre-sorted rate mail.
  - Check postal code regulations prior to the design and mailing.
  - Target your mail only to those most likely to respond. For example, utilize referrals generated by CMSA national or from within your local chapter. Lapsed members are also good prospects.
  - Make your mailing as personalized as possible: use postcards, handwritten notes, and real stamps.
  - Test a variety of offers, as well as lists.
  - Keep track of all mailing details so you can compare results (sample, offer, time of year, target audience, quantity mailed.)
  - Inform your members/staff of the mailing so they can answer calls with assurance.
  - Make it easy for your readers to respond.
- 2. Here are the things you will not want to do:**
  - Use metered postage.
  - Send any mailing without an offer and a deadline date.
  - Drop first-class mail on a Friday, because if it arrives Monday (the heaviest mail day) it will have less chance of getting noticed.
  - List the features of your offer. Translate them into benefits.
  - Forget to ask them to join. Tell your readers exactly what you want them to do.



# Public Relations

You can promote your chapter without spending advertising dollars by using a variety of public relations techniques. By participating in community events and working with your local businesses and media, you can position your chapter as a key case management resource.

Organizations are using technology (e.g., social media and blogs) as their main tool to get their messages to target audiences.

Public relations (PR) means exposing your chapter or organization to the public on a non-paid basis through avenues such as special events, promotions, and press releases. The ultimate goal of PR is media coverage: websites, newspapers, magazine articles, photos published, interviews, mentions on socials, trending on Twitter, or inclusion in others' blogs.

## 1. Determine Your Objectives

- To establish your expertise among your peers, the press, or your potential members, attendees, colleagues, etc.?
- To build goodwill with potential members, colleagues, community?
- To reinforce your image?
- To inform and create good perceptions regarding your chapter, its events, or members?
- To assist you in introducing something new?
- To generate memberships or potential members?
- To mitigate the impact of negative publicity and/or corporate crisis?

## 2. Develop Your Plan

What communication vehicles will you use, and in what order, to get your message to the public?

Examples include:

- Press releases
- Articles
- Customer Success Stories
- Letters to the Editor
- Press Conferences
- Radio, Television, or Press Interviews
- Seminars or Speaking Engagements
- Event Sponsorships
- Guest blogging on other sites
- Asking affiliates to share your social posts
- Posting in like-minded Facebook and LinkedIn groups.



## 3. Select Your Publicity

### Tools

There are a variety of tools that can be used in the practice of public relations. Traditional tools include press releases and media kits, which are sent out to generate positive press on behalf of the organization.

Some widely used tools include:

- Websites
- Brochures
- Newsletters
- Annual reports
- Public service announcements (PSAs) in print, radio and television.
- Blogs
- Social media (Twitter, Facebook, LinkedIn, Instagram, etc.)

You may also want to utilize:

- Face-to-face or telephone contacts with editorial representatives
- Public speaking engagements, such as informational talks at colleges and with civic groups to discuss case management.
  - Bring brochures and promotional give always available through CMSA
  - Use the CM Week PowerPoint slide template where you can.

## 4. Publicity Implementation

- Develop a targeted media list.
- Schedule a calendar of press release topics, such as National Case Management Week.
- Identify newsworthy events and activities.

## 5. Special Events

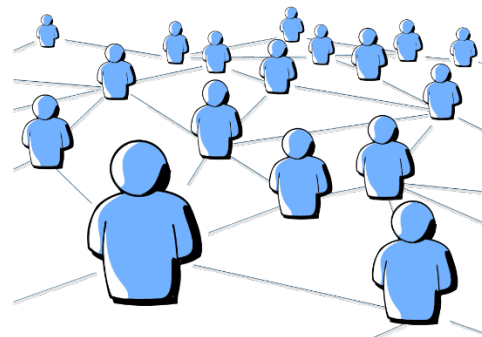
- Get involved in fundraising events for local charities.
- Develop a theme around case management for the event.

## 6. Co-Promotions

- Team up with local sponsors or business partners to distribute your chapter materials in exchange for promoting their establishment.
- Set up counter card displays.
- Inquire about having internal company events and rallying employees around the week.

## 7. CMSA's Press Release Shells:

- Follow these simple rules to utilize the press release shells included in this packet.
- Re-type the release and insert your chapter information and other personalized data where indicated. Copy CMSA National on press releases.
- Distribute to appropriate media.
- Include a photo if appropriate. This helps reinforce your message.
- Make sure the press release goes out in a timely manner, and follow-up with a phone call.
- Share those press releases that have been published on social media and tag the publisher.



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## 8. Creating Your Own Press Release

- Answer the four "W's" - who, what, when and where (also if appropriate, why, and how) - preferably in the first paragraph.
- Focus on what is new.
- Be accurate and craftsman like - no typos, misspelled words, or other errors.
- Include a quote from leadership to drive the point.
- Make sure the release gets to the right person.
- Let editors know when they can print information.
- Include a contact name and phone number; list address if it does not appear elsewhere.
- Summarize your main point in the headline.
- Always include a date.
- If release continues to another page, state "more" at the bottom; otherwise, sign off.

## 9. Newswire Services

- These companies offer to share your news online, increase your search engine visibility, and drive site traffic, for a fee. They include:
  - [www.prweb.com](http://www.prweb.com)
  - [www.prnewswire.com](http://www.prnewswire.com)
- Depending on the package, these services can:
  - Host your press release permanently on their site.
  - Have your news appear in search engines and news sites.
  - Send your release to thousands of news outlets.
- Utilize social media to drive your audience to your website/press release

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# Sample Press Release

FOR IMMEDIATE RELEASE:

For More Information, Contact:  
John Doe, Director of Communications  
contactemailaddress@domain.com  
(XXX) XXX-XXXX  
www.cmsa.org

## Case Management Society of America Celebrates Case Managers <insert dates>

**Nashville, TN - October XX, XXXX** – The Case Management Society of America (CMSA) works year-round to increase the awareness of the essential care-giving roles that case managers play among patients, providers, payors, and the general public. National Case Management Week is the annual highlight of these efforts, during which CMSA, its members, and other organizations work to honor, celebrate, and increase appreciation for the job case managers do in the health care community. This year’s celebration is set for October XX-XX, 20XX, themed “XXXXXX.”

As the leading case management membership association with more than 25,000 members, subscribers, and followers, CMSA views case managers as an essential part of coordination and improved outcomes in health care. It works to advance the profession by helping patients, providers, and payors understand how case managers provide support to patients and families navigating the health care system. CMSA supports case managers and their contributions to decreasing the fragmentation of services, as well as in their efforts to promote communication among health professionals on the patient’s team of care providers.

In honor of CM Week, case managers are encouraged to wear CMSA pins and apparel as well as to ask their employers and colleagues to join in the national celebration of case management by creating positive events recognizing case managers and the case management industry, from themed parties, company events, and luncheons, to prize drawings that include CM Week promotional products.

### **About Case Management Society of America (CMSA)**

Established in 1990, the Case Management Society of America is an international non-profit 501(c)(6) multi-disciplinary professional association dedicated to the support and advancement of the case management profession through educational forums, networking opportunities, legislative advocacy, and establishing standards to advance the profession. It is based in Brentwood, TN, and serves more than 25,000 members, subscribers, and followers as well as over 50 affiliate and pending chapters. Since its inception, CMSA has been at the forefront of setting professional standards for the industry, which allows for the highest level of efficiency and integrity, as well as developing national and local leaders who are recognized for their practice and professional excellence. For more information on CMSA, call (615) 432-0101 or go to [www.cmsa.org](http://www.cmsa.org).

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# Sample Media Advisory

**What:** Costume characters from xxx will entertain xx children at xx Happy Hospital, sponsored by XYZ Pharmaceutical Company, a CMSA's Case Management Week Celebration sponsor.

**Who:** Costume characters from xxx  
John Doe, Regional VP of XYZ Pharmaceutical Company

**When:** 2 p.m., Monday, October XX, XXXX

**Where:** Happy Hospital  
123 Main St.  
Anywhere, USA

## Photo

Opportunities: Costume characters from xxx  
John Doe presenting characters to Happy Hospital children

## Background:

\*All media must check-in through Happy Hospital's front desk at the main entrance, before going to the auditorium.

**Contact:** John Public, CMSA's Case Management Week Celebration Chair at (xxx) xxx-xxxx.

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# Sample Sponsorship Request Letter

John Doe  
123 Main Street  
Anytown, US 00000

Dear Mr. Doe,

On [date], CMSA is pleased to host [description of event]. This [event] will take place at [location of event] and will serve as the grand finale in a series of activities. This program is a tribute to the [sponsor or honoree] who support our local chapter.

We invite you to join us in support of CMSA and request [invitee] consider purchasing a block of ten tickets at [cost] for the event. Individual tickets are available at [cost]. [event coordinator], CMSA's Case Management Week Celebration coordinator will be in contact to discuss this exciting event. In the interim, please feel free to contact [him/her] at [number].

Sincerely,

[Chapter President/Event Chair]

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# Sample Thank You Letter to Sponsor

123 Happy Valley  
Anytown, US 12345

Dear Ms. Sponsor:

On behalf of CMSA, I offer our most sincere thanks for your generous support of our CMSA's Case Management Week Celebration.

We feel confident that as a sponsor of CMSA's Case Management Week Celebration, you will realize a more than satisfactory benefit from this association. Furthermore, we anticipate you will find a long-term relationship with CMSA promotes an image of stability and civic mindedness that will be of lasting benefit to [name of company].

Jane Chair, Campaign Coordinator, will be in regular contact to keep you apprised of upcoming activities and all publicity. Please feel free to contact her, or myself, at (xxx) xxx-xxxx should you have any questions.

Again, we thank you for taking a leadership role in shaping the future of case management.

Sincerely,

Sue Smith  
President/Chair

## Sample Sponsor Recognition

**Sponsorship recognition during CMSA's Case Management Week Celebration special events which include:**

- CMSA's Case Management Week Celebration Open House at XYZ
- CMSA Day at the Capitol
- Case Management Week, October <XX – XX>

**Sponsorship recognition in all promotional campaigns planned for each special event or program.**

- Monthly recognition of sponsorship in the CMSA chapter publication and other regularly scheduled communications published by the chapter.
- Statewide publicity through press releases.
- Certificate or plaque for sponsor.
- Ten complimentary chapter CE programs.
- Complimentary invitations to all CMSA's Case Management Week Celebration events.

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# Sample Proclamation Letter

<Date>

<Address>

Dear <Sec of State>:

The Case Management Society of America (CMSA) will celebrate National Case Management Week, October <insert dates>. CMSA has celebrated Case Management Week since 1998. This weeklong celebration serves to recognize case managers, to educate the public about case management and to increase recognition of the significant contribution of case managers to quality healthcare for the patient, healthcare provider, and payer.

Entities ranging from health care facilities, managed care organization, military installations, employer markets and care & disease management companies will be sponsoring local recognition, and educational events during this week through activities in the health care companies and efforts of the local CMSA chapters. The Case Management Society of America is an international organization of case managers, and healthcare professionals, committed to promoting the growth and value of case management, and to support the evolving needs of the case management professional. Founded in 1990, CMSA now has over 25,000 members, subscribers, and followers, as well as over 50 affiliated and pending chapters. Case management is a collaborative process of assessment, planning, facilitation and advocacy for options and services to meet an individual's health needs through communication and available resources to promote quality cost-effective outcomes.

As president of the local affiliate of the national organization, I respectfully request the state of <state> proclaim October <insert dates> as National Case Management Week. As a nonprofit organization, we are proud of the contribution our membership makes to the quality of healthcare in <state>. To that end, we believe this proclamation will serve to support the continuing work of <chapter name> as a critical link in the effective delivery of healthcare. In a time of unprecedented change and uncertainty in the healthcare industry, certainly we can all agree the mission and goals of CMSA, and case management will serve the citizens of <state>.

Sincerely,

NAME

Title

**NOTE:** *(If a proclamation is received, contact local media outlets to see if you could promote case management. What an opportunity to educate the public about what is case management and to ask for a case manager!)*