

FOR  
OVER  
50

EMERGENCY NURSES  
ASSOCIATION FOUNDATION

FOR **ENSTRONG**

Fueling the Future of Emergency Nursing



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# Fundraising Inspiration and Activities

## 2024

Fundraising can be challenging, but it can also be fun. Here are some suggested activities to help encourage you to stay on task in reaching your ENStrong fundraising goal. Below is a list of days and descriptions of the activities to keep you inspired throughout.

## JANUARY

- 1.8.24** FYI: Global conference scholarship (Global applicants) & ENDVR Fellowship applications open. [Apply here](#)
- 1.15.24** Did you turn in your pledge card?
- 1.25.24** Launch ENStrong 2024
- 1.31.24** Personalize your Page: Customizing your page is more effective in reaching your fundraising goal. Log in, add photos and share a bit about yourself to supercharge your fundraising efforts today.

## FEBRUARY

- 2.5.24** Take our \$250 [One Week Challenge](#)
- 2.10.24** Tell us your story. Sharing your personal story is powerful when fundraising. Include your “why” in the “Add a personal message to your page” section when setting up your fundraising page for maximum impact.
- 2.11.24** Super Bowl Sunday! Tell us who your ED MVP is. Post a link to your fundraising page and shout out the MVP of your emergency dept.! Make sure to tag them in the post and use #enstrong!
- 2.20.24** Record a video for social media. Tell your social network why you are raising money for the ENStrong Challenge. Be sure to use #enstrong so we can search your video too!

## MARCH

- 3.3.24** FYI: The Academic Scholarship application submission period has opened. [Apply here](#)
- 3.5.24** Introduce a co-worker to ENA. Tell them about ENA Foundation scholarship and grant opportunities and encourage them to give to ENStrong.
- 3.15.24** FYI: Conference Scholarship programs are open. [Learn more](#)
- 3.20.24** Know any past ENA Foundation scholarship winners? Are you? Shout them (or yourself) out on your social media pages with a link to your fundraising page. Be sure to use #enstrong!

## APRIL

- 4.1.24** FYI: You're halfway there!
- 4.5.24** Share a pic and story about Emergency Nursing 2023 in San Diego. Let us know if we'll see you in Las Vegas. Remember to use #enstrong and include a link to your ENStrong personal fundraising page.
- 4.8.24** Host an informational event! Get your friends together, have some food delivered and share the great work ENA does! Follow up with your guests using sample text in the toolkit to ask for a donation!
- 4.12.24** FYI: Conference scholarship programs (U.S. applicants) close today at noon Central time!
- 4.26.24** FYI: Academic scholarship programs close today at noon Central time!

## MAY

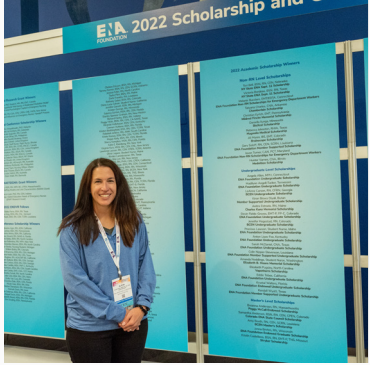
- 5.1.24** Interested in becoming an ENA Foundation Board of Trustee? [Apply here](#)
- 5.12.24** Start a Mother's Day fundraiser on Facebook to support ENA
- 5.15.24** Text a friend about the Challenge. Use the sample text messages in the toolkit to ask for a donation.
- 5.24.24** Sprint to the finish line! Share your page one last time and thank the donors who contributed to your page for their support (hint: use the toolkit).
- 5.31.24** Challenge Closes



# Communication Collateral


## Social Media

### INTRO POST:



The 2024 ENStrong Challenge is in full swing. You can make a huge difference for the incredible emergency nurses saving lives daily. Your donation to the #ENAFoundation fuels academic scholarships, research grants and vital professional development opportunities. Help [state/council name] reach this year's goal of [state/council goal amount] which will empower the next generation of emergency nurses. Deadline to give is May 31. #ENStrong


### IMPACT POST:



Your #ENStrong support creates ripples of impact! In the previous year, your generous donations propelled over 200 nurses forward with academic scholarships, nurse-led research, and vital continuing education opportunities. Act now—donate by May 31 to empower our emergency department heroes as they sharpen their life-saving skills.




### PROGRESS POST:



With less than [timeframe] months left to give, [state/council name] is [goal percentage] away from our #ENStrong Challenge goal of [goal amount]. Help the #ENAFoundation elevate the careers of nurses. Donate by May 31 and make your impact. #ENStrong

### END OF CAMPAIGN POST:



The #ENStrong Challenge has less than two weeks left and we're less than [percent of goal] away from our [goal amount] goal. [State/chapter] can help the #ENAFoundation make emergency nurses #ENStrong and elevate their careers.

### CALENDAR GUIDEPOST:



It's Super Bowl Sunday and the ENAF's ENStrong Challenge—the ultimate fundraising blitz—is underway. On this giant sports day, tell us: who's your MVP in the ED? Let's champion our heroes! Drop your declarations in the comments and give a shout-out to the nurses you admire most. #ENStrong

### THANK YOU POST:



Thank you for your support of the 2024 #ENStrong Challenge. Donors like you are why the Challenge continues to be a success. Because of your support, the [state/chapter] was able to raise more than [final amount] in contributions for the #ENAFoundation! #ENStrong



Click here to download social media photos.




Click here to download a Word file containing all social media post copy.



## Communication Collateral

### Email MEMBER SOLICITATION


#### INTRO:



Member,

The ENA Foundation's 2024 ENStrong Challenge has begun! The ENA Foundation's mission is to empower emergency nurses by providing continuing education opportunities, educational scholarships and research grant funding. A donation from you, no matter the amount, will give your nurse colleagues a chance to further their education, gain the tools to save lives and help shape the future of emergency nursing. Donate by May 31 to help us reach our [state/chapter goal] goal and rank highest among all 50 states. Your gift will make an impact.


#### FEBRUARY (RESEARCH):




Member,

Did you know that the ENA Foundation has expanded its research grant opportunities? In 2023, the ENA Foundation Trustees awarded the inaugural ENA Foundation Research Grant totaling \$30,000 to Michael Callihan, PhD, RN, CEN, NRP to study safer lifting strategies in the ED. Since its inception, the foundation has supported nurse-led research by providing more than \$600,000 to various research programs.


Funding for projects like this is only made possible by the generous support of donors like you through fundraising campaigns like the ENStrong Challenge. I hope you will consider supporting me and my fellow nurses who seek answers to pressing issues that are affecting emergency departments worldwide. Here is the link to my profile to donate. It is quick an easy and your support is not only deeply meaningful to me, but it will also help make a difference for emergency nurses and the patients they care for.

 [Click here to download email banners.](#)

 [Click here to download a Word file containing all member solicitation email copy.](#)



#### MARCH (ACADEMIC SCHOLARSHIPS):




Member,

Dreaming of advancing your education? The ENA Foundation has backed 1,200+ members just like you, helping them conquer their educational ambitions. Since the mid-90s, we've provided over \$4.9 million in scholarship funding, thanks to our incredible donors powering the ENA Foundation's ENStrong Challenge.

Can I count on you? Your donation to my personal fundraising campaign page will not only help me hit my ENStrong Challenge goal but also help transform the landscape for emergency nurses globally. Your support paves the way for these heroes to elevate their skills and careers in emergency nursing. Join me in making a difference!

#### APRIL (CONFERENCE SCHOLARSHIPS):



Member,

Did you know that Emergency Nursing 2023—ENA's largest educational event of the year—offered 140-plus educational sessions and more than 60 contact hours? Attending ENA's annual conference is a great opportunity to acquire continuing education and network with your fellow nurses. For some members, attending conference is out of reach for them financially. But, with help from members like you, the ENA Foundation offers conference scholarships each year and applications for conference scholarships are open now!

Please consider a donation to help nurses around the world access this important educational and networking experience. I have included a link to my fundraising page, any dollar amount helps! I have decided to donate my coffee money this week! Everyday instead of buying my coffee in the morning, I am making it at home so that I can donate the \$9 to the ENStrong campaign. Will you do the same?



### MAY:

Member,

The ENStrong Challenge is in its final month. The push is on for us to make sure we reach the \$500,000 overall goal. Supporting the campaign means you're invested in your fellow nurses' future. Have you made your ENStrong donation yet? Here is the link to my personal fundraising page. [link] Please consider a gift to support all our fellow emergency department nurses. Any dollar amount is helpful.

Would you like to get more involved with the Foundation? Applications are now open to throw your hat in the ring to become an ENA Foundation Trustee. You can find the application at <https://ena.smapply.org/>.

### IMPACT:

Greetings!

Are you curious about the power of your dollars? Last year, the ENA Foundation's philanthropic support totaled more than \$475,000. Numbers like that created a positive impact for 266 total nurses through 102 conference scholarships, 98 academic scholarships, four research grants and two research fellowships. Let's blow those numbers out of the water this year and impact the lives of more nurses on the front line in the specialty and communities they love. Give today and help keep emergency nurses ENStrong. The last day to give to the Challenge is May 31.



Click here to download email banners.



Click here to download a Word file containing all member solicitation email copy.



### THANK YOU/PROGRESS:

Greetings!

The [state/chapter name] and ENA Foundation are amazed by the outpouring of support from donors and partners committed to advancing our mission. It is because of you that the 2024 ENStrong Challenge was such a momentous success. The [state/chapter name] goal was [state/chapter goal amount] and thanks to the generosity of donors at various levels of giving, [state/chapter name] will contribute [state/chapter amount raised] toward the ENA Foundation total goal!

ENStrong by the Numbers: More than [number of donors through state/chapter page] donors participated in this year's Challenge. Throughout the Challenge, [state/chapter name] received more than [number of donations] donations in support of scholarships, grants and professional development opportunities. While the real winners are the emergency nurses who benefit from your generosity during the campaign, [state name] ended up [state leaderboard placement] on the leaderboard. Thank you to all donors at every level for stepping up to the Challenge in a major way. Participation from donors like you showcase your compassion and an understanding of the importance of emergency nursing.




## Communication Collateral

### Email

#### NONMEMBER SOLICITATION

#### WHO WE ARE AND WHAT WE DO:



Greetings!


The [state/chapter name] and ENA Foundation invite you to participate in the 2024 ENStrong Challenge—the foundation’s largest campaign dedicated to funding the future of emergency nurse professionals.

Who we are: The ENA Foundation, a 501(c)(3) tax-exempt organization, is the philanthropic arm of the Emergency Nurses Association.

What we do: The foundation fuels the future of emergency nursing with a mission focused on providing educational scholarships and research grants in the discipline of emergency nursing. Established in 1991, the ENA Foundation has awarded approximately \$6.3 million to more than 2,730 emergency nurses helping them to earn degrees.

Three ways to participate: First, donate to the ENStrong Challenge [hyperlink to state/chapter page]. Second, follow Emergency Nurses Association and [state/chapter name] on Facebook, Instagram, Twitter and LinkedIn social media platforms and share posts about the challenge to your networks. Lastly, forward this email directly to 5 friends or colleagues. The ENA Foundation will be accepting donations through May 31 that will go toward helping emergency nurses achieve their goals.

#### THANK YOU AND PROGRESS:



Greetings!

The [state/chapter name] and ENA Foundation are amazed by the outpouring of support from donors and partners committed to advancing our mission to provide educational scholarships and research grants in the discipline of emergency nursing. It is because of you that the 2024 ENStrong Challenge was such a momentous success. The [state/chapter name] raised [state/chapter amount raised] toward the ENA Foundation total goal!

Thank you to all donors at every level for stepping up to the Challenge in a major way. Participation from donors like you showcase your compassion and an understanding of the importance of emergency nursing.



Click here to download email banners.



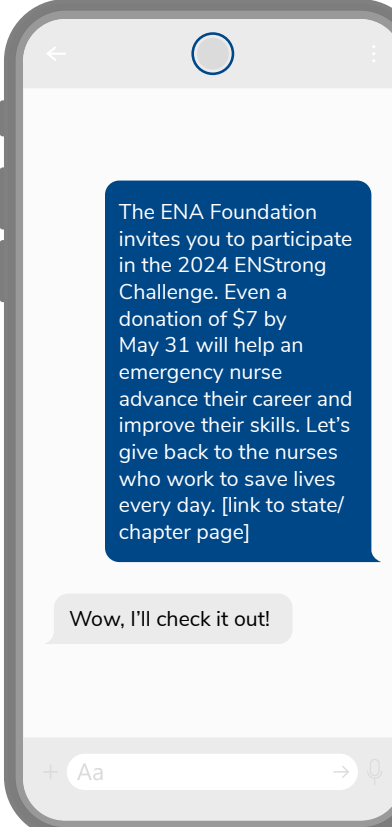
Click here to download a Word file containing all nonmember solicitation email copy.



## Communication Collateral

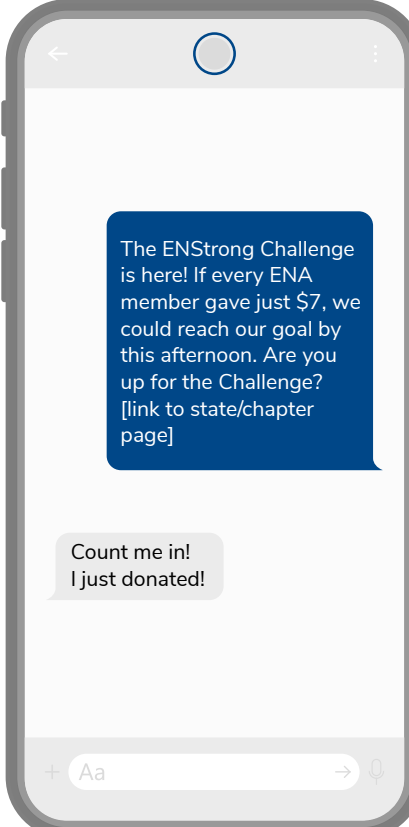
### Text

#### NONMEMBER TEXT:



Wow, I'll check it out!

#### MEMBER TEXT:



Count me in! I just donated!



Click here to download a Word file containing all text copy.



## Print Collateral

### Customizable Canva Templates

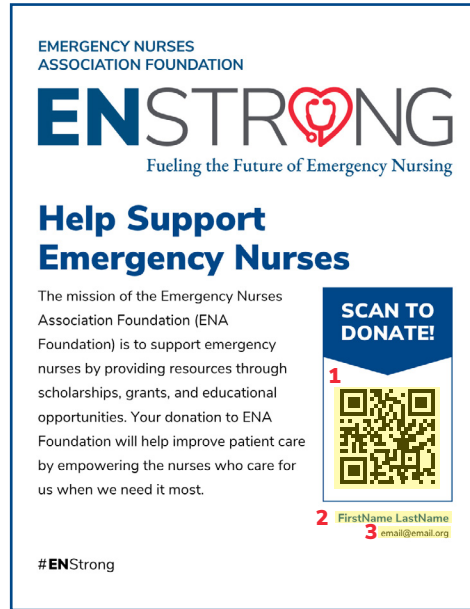
#### FLYERS:

Design your own flyer to print out and hang in your emergency department.

Access the template [here](#). You will need to log in or create a free Canva account.

#### Canva Directions:

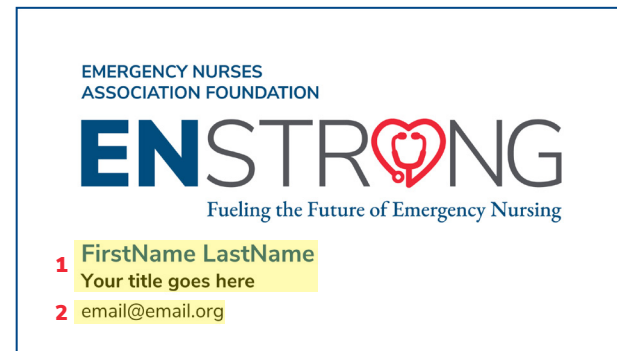
1. Delete the existing QR code. Click on the QR code icon in the left toolbar. Enter your OneCause fundraising page URL and click "Generate QR code." Resize and adjust placement.
2. Update copy to your first and last name.
3. Update copy to your contact information.
4. Click on "Share" in the upper right corner, and choose "Download" to select a printable pdf.



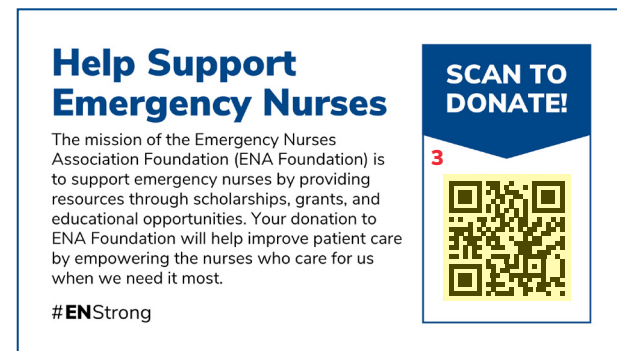
#### BUSINESS CARDS:

Design your own business cards to hand out.

Access the template [here](#). You will need to log in or create a free Canva account.



(front of card)



(back of card)

#### Canva Directions:

(front of card)

1. Update copy to your first name, last name and title.
2. Update copy to your contact information.

(back of card)

3. Delete the existing QR code. Click on the QR code icon in the left toolbar. Enter your OneCause fundraising page URL and click "Generate QR code." Resize and adjust placement.
4. Click "Print Business Cards" at the top right corner or click "Share" to download a printable pdf.

#### Generic (non-customizable) pdfs are also available:

- Download the generic pdf flyer.
- Download the generic pdf business card.
- Download generic pdf business cards formatted for use with Avery Clean Edge Business Cards.



## One Week Challenge

### Challenge Yourself!



**Day 1:** Kickstart your fundraising by making a personal donation of \$20. It will inspire others to give!



**Day 2:** Call two of your extended family members — aunts, uncles, grandparents, cousins — and ask them to each match your \$20 donation. Now, you're up to \$60!



**Day 3:** Record a short video about why you are fundraising and post it on social media, along with the link to your fundraising page. If three people give \$20 each, you've doubled your total to \$120!



**Day 4:** Send an email to family and friends with your fundraising link. Ask them to help you hit your fundraising goal. If three of them give \$10 each, you're already to \$150 — just \$100 more to go!



**Day 5:** Text the link to five work friends to ask them each make a \$10 donation. Now you're up to \$200 — so close!



**Day 6:** Check out ENA's social media to find content that stands out to you, then share it on your social pages along with your fundraising link. If two more people give \$15 each, you're up to \$230!



**Day 7:** Video chat with your favorite family member or friend and ask for that final \$20 donation. Then, they can help you celebrate when you hit your \$250 goal!



# New Winning Category



## Pledge vs. Goal

**Pledge:** State Councils set and budget for their ENStrong pledge during their budgeting process. The pledged amount represents dollars the Foundation is counting on to support the 2025 funding cycle.

**Goal:** Each State Council's fundraising goal should be more than its pledge and is the amount that the team is trying to raise. The fundraising goal should be more than your pledged amount.



## HOW DO STATE COUNCILS WIN?

State Councils will be categorized based on membership size.

Group Name	Membership
Tier One	175 – 314
Tier Two	315 – 709
Tier Three	710 – 1,599
Tier Four	1,600+

### CRITERIA

1. Claim team page – it has already been built for you!
2. Make and fulfill ENStrong pledge. (10 points)
3. Identify your team captain and confirm they have been assigned via confirmation email from the Foundation. (10 points)
4. Add new participants to earn recruitment points. (25 points per recruited participant)
5. Use ENStrong platform for social media outreach. (10 points per pic/post using #ENStrong)
6. Send campaign email using platform feature. (1 point per email sent)
7. Meet their magic number of participants that can be found in the state council Membership tier breakdown by state. (see page 18)

### BONUS POINTS

1. Meet fundraising goal. (50-point bonus)
2. Exceed participation minimum based on State/Chapter capacity chart. (100-point bonus)

### PRIZES

1. Engraving of name on the ENStrong Challenge Cup as the 2024 winner. The trophy will be presented at Emergency Nursing 2024.
2. One full conference registration and one digital access registration to raffle off to your ENStrong Challenge participants.
3. Recognition at the Emergency Nursing 2024 Hall of Honor.
4. Team registration for 10 individuals for the EN Week Virtual 5K (Oct. 6-12).
5. One customized 8x8 brick installed in the Foundation's commemorative pathway at ENA Headquarters.
6. Social media announcement of winners.



## HOW DO STATE CHAPTERS WIN?

### CRITERIA

1. Activate an individual page associated with the State Council's team page.
2. Raise the highest dollar amount.

### PRIZES

\*Prizes will be determined by the Fundraising Committee and announced in February.

## HOW DO INDIVIDUALS WIN?

### CRITERIA

1. Add new participants to earn recruitment points. (25 points per recruited participant)
2. Use ENStrong platform for social media outreach. (10 points per pic/post using #ENStrong)
3. Send campaign email using platform feature. (1 point per email sent)
4. Donate to the ENStrong Challenge. (10 points)
5. Solicit five or more donations to your personal fundraising page. (1 point per dollar raised)

### BONUS POINTS

Meet fundraising goal. (50-point bonus)

### PRIZES

1. Engraving of name to the ENStrong Challenge Cup as the 2024 winner. Trophy will be presented at Emergency Nursing 2024.
2. One full conference registration and two nights of hotel accommodations.
3. Recognition at the Emergency Nursing 2024 Hall of Honor.
4. Free registration for the EN Week Virtual 5K (Oct. 6-12).
5. One customized 4x8 brick installed in the Foundation's commemorative pathway at ENA Headquarters
6. Social media announcement of winner.



STATE COUNCIL  
MEMBERSHIP TIER  
BREAKDOWN  
BY STATE

Current State Council Name	Membership	Magic Number	Group
California State Council	4,700	47	Large
Texas State Council	4,194	42	Large
Florida State Council	2,453	25	Large
New York State Council	2,307	24	Large
Pennsylvania State Council	1,857	19	Large
North Carolina State Council	1,769	18	Large
New Jersey State Council	1,601	17	Large
Illinois State Council	1,487	15	Medium
Virginia State Council	1,372	14	Medium
Georgia State Council	1,282	13	Medium
Ohio State Council	1,282	13	Medium
Colorado State Council	1,150	12	Medium
Washington State Council	1,071	11	Medium
Michigan State Council	1,037	11	Medium
Indiana State Council	989	10	Medium
Maryland State Council	872	9	Medium
Massachusetts State Council	858	9	Medium
Louisiana State Council	777	8	Medium
South Carolina State Council	774	8	Medium
Missouri State Council	770	8	Medium
Arizona State Council	766	8	Medium
Oregon State Council	717	8	Medium
Tennessee State Council	700	7	Small
Wisconsin State Council	683	7	Small
Minnesota State Council	658	7	Small
Kentucky State Council	595	6	Small

Current State Council Name	Membership	Magic Number	Group
International (Global)	548	6	Small
Oklahoma State Council	472	5	Small
Connecticut State Council	461	5	Small
Alabama State Council	435	5	Small
Iowa State Council	424	5	Small
Arkansas State Council	382	4	Small
Kansas State Council	370	4	Small
New Hampshire State Council	336	4	Small
Nevada State Council	326	4	Small
New Mexico State Council	320	4	Small
Maine State Council	314	4	Extra Small
Nebraska State Council	314	4	Extra Small
Utah State Council	293	3	Extra Small
Mississippi State Council	289	3	Extra Small
Alaska State Council	278	3	Extra Small
Montana State Council	260	3	Extra Small
Idaho State Council	246	3	Extra Small
Hawaii State Council	238	3	Extra Small
West Virginia State Council	192	2	Extra Small
Delaware State Council	188	2	Extra Small
South Dakota State Council	185	2	Extra Small
Vermont State Council	182	2	Extra Small
Wyoming State Council	147	2	Extra Small
Rhode Island State Council	136	2	Extra Small
North Dakota State Council	119	2	Extra Small

EMERGENCY NURSES  
ASSOCIATION FOUNDATION

**ENSTRONG**

Fueling the Future of Emergency Nursing

[www.ena.org/foundation](http://www.ena.org/foundation)  
[ENA.Foundation@ena.org](mailto:ENA.Foundation@ena.org)