

PLANNING GUIDE

Celebrating

October
5–11

EMERGENCY
NURSES WEEK™

2025



Emergency Nurses Day™ October 8, 2025
ena.org/enweek | #ENWeek

ENA®
EMERGENCY NURSES
ASSOCIATION

Committed
to **Care**™



TABLE OF CONTENTS

Welcome	3
Ways to Share Emergency Nurses Week™ With Others	3
EN WEEK 5K.....	4
Email Templates	5
Partner Email	
Poster.....	6
Thank You Card	7
Social Media	8
Zoom Background	9
Power Point Template	10
Logo Usage.....	11
Additional Ways to Celebrate	12
Additional Resources	13
Sample Emergency Nurses Week Proclamation	
Sample Press Release	
Media	14



GET READY FOR EN WEEK!

Welcome to the 2025 EN Week Planning Guide!

This planning guide has been designed to help you, your hospital or your ENA® council or chapter engage with ENA peers, local emergency nurses and EDs and communities.

Within this guide, you'll find:

- ☑ Email templates to send appreciations to your members.
- ☑ This year's poster — ready to print and post in your ED.
- ☑ Print-ready thank you cards to send or hand out to your members.
- ☑ Sample social media graphics and posts for states and chapters to use on their profiles.
- ☑ Zoom background.
- ☑ Power Point template.
- ☑ A template proclamation to request local recognition from your city or state leaders.
- ☑ A customizable press release to spread the word about EN Week and the incredible work emergency nurses do every day.

WAYS TO SHARE EMERGENCY NURSES WEEK WITH OTHERS

ENA encourages you to spread the awareness of EN Week beyond the emergency department. Below are a few ideas to share EN Week with others:

- ☑ Encourage your friends, family and social networks to share a message on social media or send a thank you note to their local emergency department.
- ☑ Welcome others to join the EN Week 5K as a new way to celebrate emergency nurses.
- ☑ Speak with your hospital about appropriate ways to celebrate emergency nurses with a special event at the hospital.
- ☑ Partner with your hospital, or other education vendors, to provide complimentary education.
- ☑ Connect with local high schools and colleges/universities to recognize students who might be interested in entering the emergency nursing field.

Run, walk or push with ENA
during the third annual
Emergency Nurses Week 5K!

OCTOBER
5-11
2025

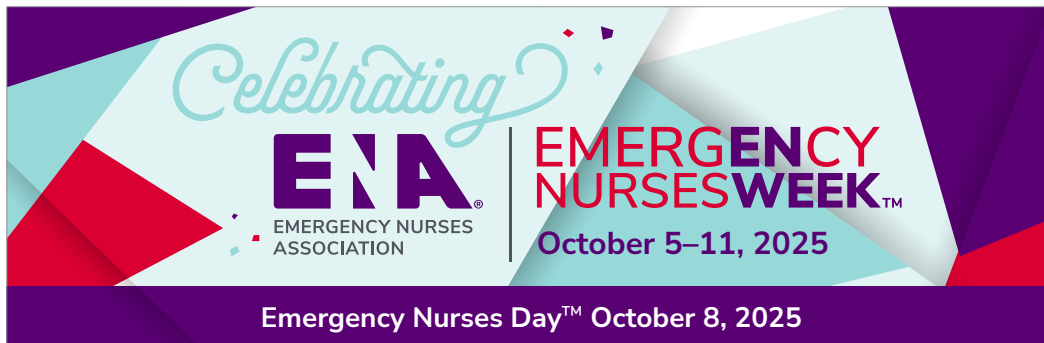
Participants will receive a
swag bag with t-shirt, medal
and goodies from sponsors.

Scan the QR code to register.



EMAIL TEMPLATES

Wish your peers, staff or state and chapter members a happy EN Week with a customizable email template.



Happy Emergency Nurses Week! Emergency Nurses Week is our week to celebrate and highlight the amazing work we do every day.

STATE/CHAPTER/INTERNATIONAL/HOSPITAL NAME/I would like to thank you for your commitment to care. Enjoy this week.

Thank you.

Partner Email

Below is an additional email template council, chapter or international leaders can use to promote EN Week to local hospitals or community partners so they, too, can celebrate and recognize emergency nurses during EN Week.

[Sample Subject Line: Help Us Celebrate and Honor Emergency Nurses Week]

Dear [Contact name],

On behalf of ENA COUNCIL/INTERNATIONAL MEMBERS, I am reaching out to encourage you to recognize emergency nurses during ENA's annual Emergency Nurses Week from Oct. 5-11.

Emergency Nurses Week is ENA's way of highlighting the incredible work that emergency nurses do every day. We hope you'll consider showing your support for emergency nurses in your community. Below are some social media tips to help you celebrate with us:

- On your organization's social media accounts, wish emergency nurses a happy EN Week using **#ENWeek**.
- Post a story about how emergency nurses impact your organization using **#ENWeek**.
- Use the EN Week Facebook cover photo on your organization's page.
- Tag **@ENAorg** on Facebook, Instagram and Twitter so we can share.

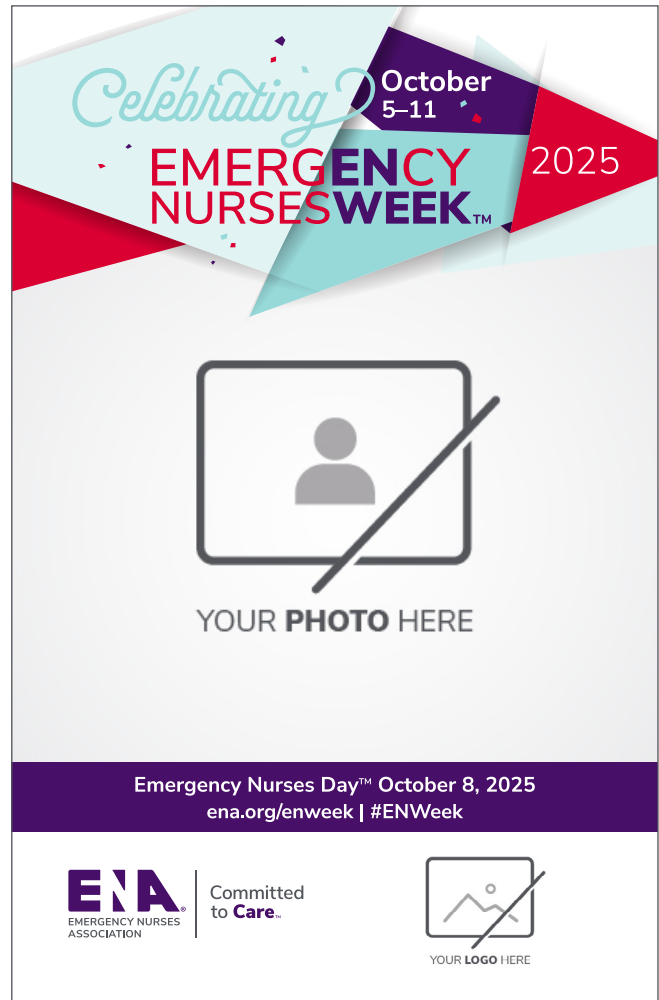
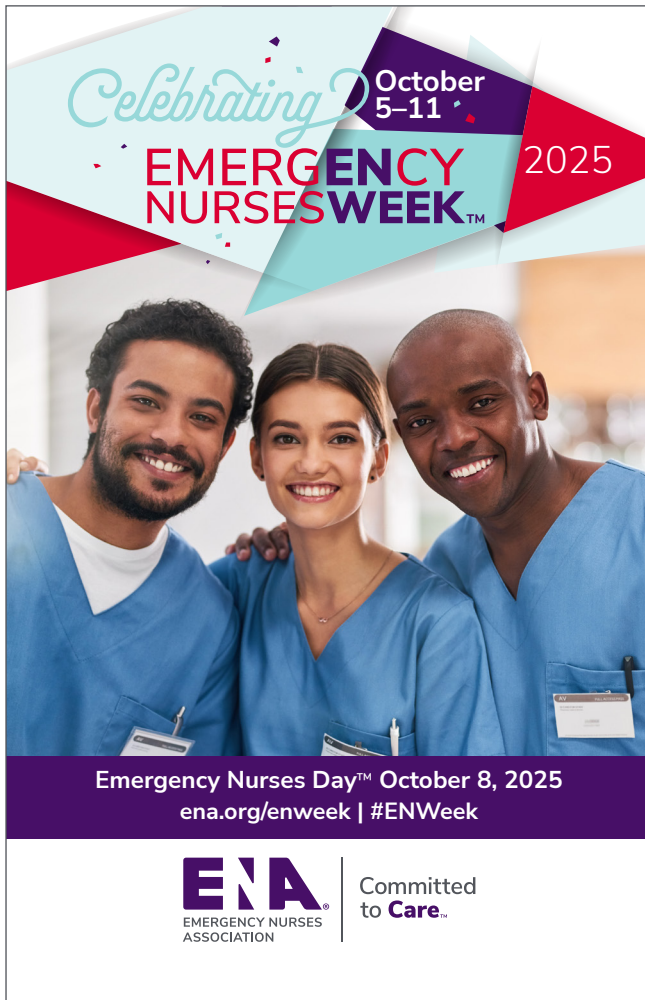
You can also view and download this year's planning guide at ena.org/enweek.

600 x 200 px
Web Ready JPG

↓ Download

POSTER

This year's poster is pre-sized and print-ready for display in your emergency department. Click below to download.



11" x 17"

High-resolution PDF or Adobe Illustrator file

↓ Download

Printing Tip:

For professional printing, download the version with bleeds and crop marks, then send the file to the printer. This is a high-resolution print-ready PDF that a professional printing company requires for production.



THANK YOU CARD

ENA has designed a thank you card that is easy to print and deliver or send to your members, staff, and friends during Emergency Nurses Week. There's room to write a custom message for each recipient.

Front



Happy Emergency Nurses Week!

Thank you for your commitment to care and
the incredible work you do every day.

Inside

6" x 4" (folded), 6" x 8" (flat)
High-resolution PDF

[Download](#)

Printing Tip:

The thank you card is printed on 6" x 8" paper that will be folded in half to make a 4"x 6" card. For printing at home or in your office, load note card paper (6"x 8") into your printer, print both sides of the document, and then fold in half.

For professional printing, download the version with bleeds and crop marks, then send the file to the printer. This is a high-resolution print-ready PDF that a professional printing company requires for production.

SOCIAL MEDIA

Social media is an excellent way to spread the word about EN Week to everyone while also thanking emergency nurses. Below you'll find sample posts and pre-sized graphics for social media.

Suggested Social Media Posts:

- ☑ Happy #ENWeek! This week, we celebrate emergency nurses around the world for their commitment to care!
- ☑ Happy Emergency Nurses Week, **[tag an emergency nurse]**! Thank you for all that you do for your patients and the community. #ENWeek
- ☑ It's Emergency Nurses Day! Thank you to emergency nurses around the world!
- ☑ ENA COUNCIL/CHAPTER/INTERNATIONAL appreciates the work of emergency nurses. Happy #ENWeek!
- ☑ Did you know this week is Emergency Nurses Week? Join us in thanking, and celebrating, emergency nurses around the world. #ENWeek

Swap out your cover photo or share a post with these, ready-to-use graphics for Facebook, LinkedIn, Twitter and Instagram.



Facebook/LinkedIn: 1200 x 628 px
Web Ready JPG

[Download](#)



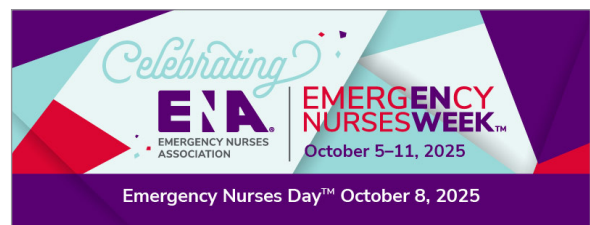
Instagram: 1080 x 1080 px
Web Ready JPG

[Download](#)



X: 440 x 220 px
Web Ready JPG

[Download](#)



Facebook Cover: 800 x 312 px
Web Ready JPG

[Download](#)



ZOOM BACKGROUND

Update your Zoom background before your next call! The Emergency Nurses Week background is pre-sized and ready for you to upload.



1920 x 1080 px
Zoom Ready JPG

↓ Download



POWER POINT TEMPLATE

Whether you're highlighting the work of emergency nurses to the community or thanking the staff in your emergency department, consider using this year's EN Week-themed PowerPoint template. Simply download and begin adding your content.



Widescreen
PPT Template

[Download](#)



LOGO USAGE

ENA® allows organizations to use its Emergency Nurses Week logo in celebrations and activities only. To maintain brand integrity, please use the provided logo files only. The logo may never be altered in any way or used for the production of T-shirts, mugs, key chains, stickers, pins, or other gift items. ENA holds the exclusive rights for production and sale of product. Emergency Nurses Week merchandise will be available for purchase through ENA at ena.org/shop and at Emergency Nursing 2025.

simple branding:
typography only
2 colors

**EMERGENCY
NURSES WEEK™**

**simple branding
with lockup:**
typography only
3 colors



simple branding/dates:
typography only
2 colors

**EMERGENCY
NURSES WEEK™**
October 5–11, 2025

**simple branding/dates
with lockup:**
typography & elements
3 colors



full branding/dates:
typography & elements
3 colors



**full branding/dates
with lockup:**
typography & elements
4 colors



full branding/no dates:
typography & elements
3 colors



**full branding/no dates
with lockup:**
typography & elements
4 colors



EPS, JPG, and PNG Files

↓ Download

Trademarks:

Wordmark: “Emergency Nurses Week™” and “Emergency Nurses Day™” are trademarks of the Emergency Nurses Association® and should always have the registered symbol (superscript ®) on the first instance or with the most prominent use of the mark. The remaining instances should be without the symbol. Always use the full name and proper capitalization. A possible exceptions is if the first instance is in the title. In this case, you can then use the symbol on the first instance in the text.

Logo: The Emergency Nurses Week logo is a trademark of the Emergency Nurses Association and should include always include the trademark symbol (superscript ™). All official versions of the Emergency Nurses Week logo include the correct size and placement of the trademark symbol this should never be removed.

Please email creative@ena.org if you have additional questions on logo usage and trademarks.



ADDITIONAL WAYS TO CELEBRATE

Celebrate With Fun

Consider the following ideas to celebrate Emergency Nurses Day/Week or brainstorm ideas to show your own creativity. Contact your local business about sponsoring an emergency nursing education event or special giveaway.

- ☑ **Host a certification webinar** — Recognize emergency nurses who have completed a degree or earned their certification in the past year through a recognition event.
- ☑ **Educational programs** — Hold a special emergency nursing lecture, host a guest speaker or CNE hours program in honor of Emergency Nurses Week. You could also hold a virtual educational program.
- ☑ **Treat-a-Day Week** — Provide emergency nursing staff with different treats each day during Emergency Nurses Week
- ☑ **Hosted Meals** — Ask vendors or emergency department physicians to host or underwrite a meal for emergency nurses
- ☑ **Create a festive environment** — Decorate the emergency department with the EN Week poster, balloons or streamers.
- ☑ **Awards** — Honor individuals in various roles with certificates, pin-on ribbons or trophies. Have your CEO or CNO write personal thank you notes or an email to the ED team.
- ☑ **Support the profession** — Give a donation in celebration of EN Week. Gifts to the ENA Foundation help emergency nurses like you earn advanced degrees or perform research. Go online at www.ena.org/foundation or call 847.460.4100 to give today!
- ☑ **Hold a recruitment contest** — EN Week is a great time to get others excited about the profession and membership in ENA. Learn more at www.ena.org/membership.



ADDITIONAL RESOURCES

Sample Gubernatorial/Mayoral Proclamation

The Emergency Nurses Association sends the same proclamation to the mayor of Schaumburg, Illinois — home of ENA Headquarters.

Reach out to the office of your mayor, governor or local legislators asking them to sign a proclamation officially declaring it Emergency Nurses Week in your community. Most of these requests can be submitted through your government official's website. Use the sample proclamation template we've provided. Be sure to share the proclamation and thank your local official on social media when it's signed using the hashtag #ENWeek.

[↓ Download](#)

Sample Press Release

Your state council or hospital's public affairs department can prepare a news release celebrating emergency nurses and highlighting the activities and successes your hospital, chapter or state council has had over the past year. View a sample press release.

[↓ Download](#)

MEDIA

Content Ideas

Emergency nurses do incredible things every day in the emergency department and in the communities where they live and work. Share those stories with the media as well as your hospital's public affairs department to increase recognition and spread awareness.

ENA has also created a sample, customizable press release for you to use announce EN Week that can be distributed to your local news outlets. Search your local news outlet's website for a section to upload a press release or contact information so you can send directly to an editor, news director or a reporter.

Letters to the Editor

Most newspapers accept letters to the editor. This is an excellent opportunity to present your perspective on important topics related to emergency nursing, share stories of an emergency nurse's strength or simply spread awareness of EN Week. Here are some guidelines for preparing letters to the editor:

- ☑ **Select and write about a single relevant subject.** It might help to make an outline of the important points you plan to write the letter about before you begin. For Emergency Nurses Week, highlight the important work ED nurses do in your community.
- ☑ **Keep it short and simple.** Convey your story simply and succinctly. Most newspapers have word limits of between 300 and 500 words. Check your local newspaper's website for its letters guidelines.
- ☑ **Provide a brief overview of the situation.** Remember that you are expressing your opinion on a topic about which some readers might not be familiar. You have to provide enough background information so readers know what you are talking about.
- ☑ **Make sure that your letter has local relevance.** All news is local. Emergency health care impacts people locally, so be sure to relate your letter to the ways emergency nurses are important to the reader and why they should honor nurses during EN Week.
- ☑ **Submit an article or ad to be printed in your hospital newsletter.** Or, ask the editor to interview members of the emergency department and write a special feature on Emergency Nurses Week.