

Template Guidelines

These files are editable versions of the materials displayed in the NICU Family Reunion Event Planning Tool Kit. The files are organized by booklet. Below are guidelines for using each of the templates.

IMPORTANT NOTE: Make sure that all of your reunion communications comply with HIPAA and your organization's privacy regulations.

Booklet 1

1-1 Contact List

- Use this document to keep track of the contacts for all committee members, vendors, and special guests

1-2 Guest List

- Manage your list of attendees with this file. Add, move, and delete columns and sort your data as desired using the features available in Excel. Use the tabs at the bottom of the worksheet to organize your guest list based on the type of attendee (eg, former patients, staff, media)

1-3 Event Planning Checklist

- Complete the checklist either electronically or by hand and share it with your planning committee

1-4 Action Plan

- Use this document as an at-a-glance planner to keep track of event planning milestones; customize it as needed

1-5 Run-of-Show Schedule

- Use this document the day of your reunion to keep the schedule on track; customize it with the details for your event

Booklet 2

2-1 Save-the-Date Postcard

- Customize the content to send through the mail
- The postcard document is formatted for Avery® 5889 postcards

2-2 Save-the-Date Email

- Customize the content to send to email contacts

2-3 Invitation Notecard

- Customize the content to send through the mail
- The notecard document is formatted for Avery® 5315 notecards

2-4 Invitation Email

- Customize the content to send to email contacts

2-5 Event Flyer

- Use this document to customize your flyer, and be sure to include all the highlighted details

Template Guidelines (cont.)

2-6 Event Signage

This folder includes the welcome poster and directional signs for right, left, and straight ahead. Use the PDFs to print the signs as displayed on your screen. You can use the JPGs as art elements if you would like to create your own version of the signs with your hospital/institution logo.

- Print the large welcome poster on 11"x17" stock
- Print directional sign(s) on 8.5"x11" stock

2-7 Event Welcome Speech Script

- Customize this document to describe the agenda and activities of your reunion; you can also announce recent achievements and successes within your NICU in your welcome speech

2-8 Thank-You Note, Committee

- Customize the thank-you note as needed to reflect the relevance of the reunion for members of the planning committee

2-9 Thank-You Note, NICU Staff

- Customize the thank-you note as needed to reflect the relevance of the reunion for members of the staff

2-10 Thank-You Note, Participants

- Customize the thank-you note as needed to reflect the relevance of the reunion for NICU graduates and their families

2-11 Press Release

- Customize this document with all of the details specific to your event

2-12 Event Media Alert

- Customize this document with all of the details specific to your event

2-13 Media Pitch

- Customize this document with all of the details specific to your event

2-14 Hospital Newsletter Briefs

- Customize the newsletter briefs to announce your reunion before the event and to report on its success afterwards; submit the briefs to whomever manages the hospital's newsletter

2-15 Social Media Posts and Tweets

- Customize the sample Facebook posts and Tweets; feel free to also use the tactics outlined

2-16 Post-Event Evaluation

- Complete this form and return it to Chiesi USA to provide feedback that will help improve this resource in the future

Template Guidelines (cont.)



Please use the example below as a reference when updating and customizing all of the template materials enclosed on the USB drive.

**HOSPITAL
LOGO HERE**



Press Release FOR IMMEDIATE RELEASE	Contact: CONTACT NAME Phone: XXX-XXX-XXXX Email: EMAIL@XXX.COM
---	---

**HOSPITAL/INSTITUTION NAME Recognizes NICU Graduates
At NICU Family Reunion**

CITY, STATE (DATE) — **HOSPITAL/INSTITUTION NAME** is holding a NICU Family Reunion on **MONTH DAY**. It is a gathering to celebrate the lives of NICU graduates, their families, and the doctors and medical staff who cared for them during treatment. The event will feature **ACTIVITY, ACTIVITY, and ACTIVITY**.

"Premature babies face a difficult journey as they enter the world," said Dr. **NAME**, Chief of the Neonatal Intensive Care Unit at **HOSPITAL/INSTITUTION NAME**. "This reunion recognizes the wonderful accomplishments of the NICU graduates and all those who have supported them."

Prematurity impacts a wide range of organ systems, commonly affecting the developing lungs. Neonatal respiratory distress syndrome (RDS) is a serious condition affecting premature babies. It is caused by a deficiency in alveolar surfactant, a natural fluid coating that helps reduce surface tension in the lungs. Without adequate surfactant, the alveoli will collapse, and the baby will have serious difficulties breathing. If left untreated, RDS may contribute to serious acute complications, long-term consequences or death.

What: NICU Family Reunion
When: **MONTH DAY, YEAR, TIME AM/PM**
Where: **LOCATION**

About **HOSPITAL/INSTITUTION NAME**

[Insert Hospital/Institution Boilerplate]

###

- Insert the hospital/institution logo
- Update media contact information with contact name, phone number, and email address
- Update the headline with the hospital/institution name
- Customize the dateline with city, state, and date
- Customize all mentions of the hospital/institution name
- Include details about the activities that will be available at the event
- Customize the quote with the physician's name, title, and affiliation
- Include details about when and where your reunion will take place
- Finalize the release with the hospital/institution's boilerplate language at the bottom