



# WisCaregiver Careers

WisCaregiver.com

## Assets to Advance Caregiver Recruitment and Retention

Together, we'll help 3,000 caring individuals begin fulfilling careers.



## Employers Toolkit



# Introduction

Since July, 2022, [WisCaregiver Careers](#) has registered over 3,000 caring individuals who wish to pursue careers in health care. This free program, administered through the [Wisconsin Department of Health Services](#), the [Wisconsin Health Care Association](#), and [LeadingAge Wisconsin](#), will continue to build upon its momentum in 2023 through advertising, promotions and expanded publicity. WisCaregiver Careers has created and produced a library of assets to support its recruitment efforts and is now making these available to our partner nursing homes. The WisCaregiver Careers Employers Toolkit is designed to augment employers' recruitment success through the implementation of specific marketing tactics. The Toolkit will make campaign assets available for download and customization by individual facilities and includes marketing collateral such as posters, brochures, and informational flyers as well as print ads, videos, TV and radio spots, social media posts, and digital advertising.

Participating employers are eligible for full reimbursement for CNA training and testing costs. All assets made available to partner employers through the WisCaregiver Careers Employers Toolkit will lead interested individuals to the [WisCaregiver.com](#) site for registration and more information. However, if you wish to customize materials by including links or contact numbers directed to your own staff, be prepared to answer questions about WisCaregiver Careers and accept new WisCaregiver Career trainee hires. Feel free to reach out to the WisCaregiver Careers Service team for any assistance on program information or questions. New recruits are tracked as WisCaregiver trainees through completion of the employment verification process in the TestMaster Universe (TMU) portal used to schedule their CNA exams. Employers will receive full reimbursement upon a candidate's successful completion of their nurse aide training and certification testing if employers have completed employment verification in TMU.

## Start Your Own Recruitment Team

No matter where your nursing home is located, you have an opportunity to initiate an effective, localized recruitment campaign. Begin by getting the word out about your facility at multiple nearby locations. Encourage your staff or HR team to promote your facility at the places people gather in your community: at the library, gym, grocery store, houses of worship, at service organizations, and even with your local high school's guidance counselors and [HOSA](#) (Health Occupations Students of America) instructors. Distribute WisCaregiver Careers printed assets that suit each location, from posters to flyers and brochures. In addition, be sure that your facility has a presence at local job fairs. You have many options of marketing collateral to choose from:

- ✓ **Posters**
- ✓ **Flyers**
- ✓ **Brochure**
- ✓ **Social Media**
- ✓ **Print Ads**
- ✓ **Digital Ads**
- ✓ **Radio Ads**
- ✓ **Broadcast Spots**
- ✓ **Promotional Videos**

Focus your team on recruiting caring individuals throughout your community. WisCaregiver Careers has created two posters for you to print, customize, or post wherever promotions are accepted. Remember to also place these promotions in your own facility! Current staff may wish to advance from food service or activities into a CNA role, or may encourage someone in their family or social group to benefit from this wonderful, free opportunity to enter the health care field.

### 8.5" x 11" Poster

This standard letterhead-sized poster can be easily printed on any office printer – or you can take it to your local print shop for duplication. Note that you can customize this poster with the addition of your own logo or mailing label in the lower right corner. You can make it easy for people to get more information from the WisCaregiver Careers customer service team by pre-cutting the “tear-off” phone number tabs on the bottom left. Choose the “Open Panel” version to customize the poster with your own number and location info.



### 11" x 17" Poster

Make an even bigger splash around your community by duplicating a larger poster with more photos, either by using your own, in-house, large-format printer or asking your local print shop to duplicate copies for you. Again, you can customize this poster with the addition of your own logo or mailing label in the lower right corner. Make it easy for people to get more information from the WisCaregiver Careers customer service team by pre-cutting the “tear-off” phone number tabs on the bottom left. Choose the “Open Panel” version to customize the poster with your own number and location info.

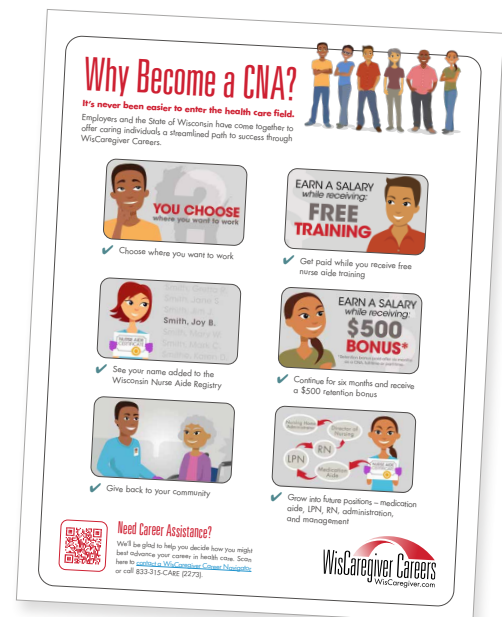
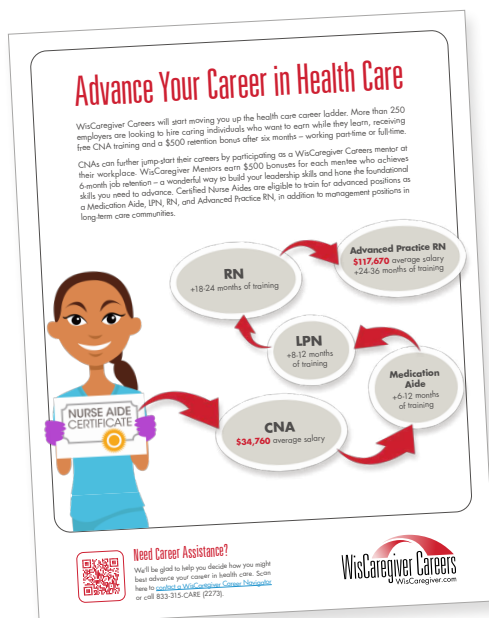


[Click here for posters](#)

As caring individuals consider whether becoming a certified nurse aide is right for them, you can help to lead their decision-making by providing a broader perspective on the role of a CNA. Highlight the career pathways that certified nurse aides can explore to advance their careers over time. Activate your internal recruitment team. Ask them to distribute valuable information about the certified nurse aide profession and how individuals can use their CNA certification to continue to advance in the health care field. Be sure to drop off flyers with your high school guidance counselors and HOSA instructors, and visit your local [workforce development](#) and [veteran's organizations](#). You can choose to print in-house, duplicate at a local print shop, or post to your website using downloadable pdfs. It's up to you!

### Why Become a CNA?

Print out a stack of these one-page promotional flyers and distribute around your community at a variety of locations. Keep in mind that your new CNA hires might already be working – but in unrelated professions. This flyer will help them consider a career change. You can also print and post this flyer in-house on your staff bulletin boards, in staff food service areas, and on your web site.



### Advance Your Career

Seeing the big picture will help anyone considering a career change or starting a career in health care. This flyer, offered as both a one- or two-page printable document, will help potential new hires see that becoming a certified nurse aide will be a valuable career stepping stone. Print copies on your office printer or duplicate at your local print shop. Mobilize your team to get the word out – perhaps offer a gift card for those who secure the most distribution sites.



**Click here for flyers**



# Brochure

Becoming a certified nurse aide is not just a job. Put this 8.5" x 11" tri-fold color brochure into the hands of everyone interested in starting their career in health care. Images of CNAs in action help to describe how easy it is to register for free certified nurse aide training and a \$500 bonus. At a glance, interested individuals will learn how the WisCaregiver Careers program works. They'll learn the career pathway a CNA may take to continue to advance their career – as a medication aide, LPN, RN, or as an administrator of health care facilities, such as activities, food service, human resources, and business. This brochure is ready for printing at your local print shop and includes an open back panel where you can add a logo or label highlighting your facility. Consider distributing copies to your local high school guidance counselors and HOSA instructors, and to the library and community organizations.



[Click here for brochure](#)



Amplify your hiring opportunities through WisCaregiver Careers social media assets. Our employers' toolkit will get you started with images and copy that have proven most successful throughout our statewide promotions. Assign a team to help your communications staff plan and schedule a regular series of WisCaregiver posts featuring real CNAs in Wisconsin. Try mixing up the content – real life images of CNAs at work always do well. Then ask your entire staff to like and share your posts. You will build a buzz around WisCaregiver Careers' offer of free training and a \$500 bonus.

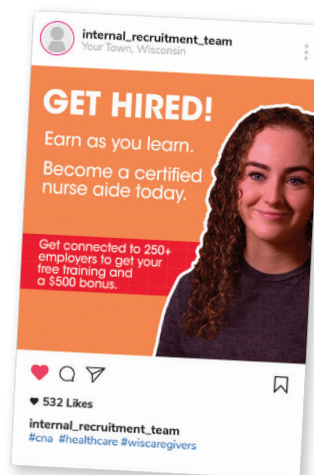
## Social Media Posts

Show the rewarding moments in a CNA's life with posts that focus on the special connections that CNAs can make with their residents. CNA recruits are attracted to positions where they can bond with others and make a daily impact. Caring individuals of all ages are looking for work that allows them to make a difference in their community, and not just a paycheck. What difference can a CNA make? Show that CNAs make a difference for everyone.



## Graphic Posts

In social media, don't be afraid to try something completely different. Make a splash on your Facebook and Instagram pages with graphic ads that pop. The Employer's Toolkit will supply you with text points and images to get you started. Challenge your recruitment team to see which posts can generate the greatest level of engagement.



## Social Media Videos

Short videos can really capture the heart and minds of your social media audiences. WisCaregiver Careers has produced many features for your use that highlight the heartwarming stories about CNAs and their experiences. Intersperse these videos throughout your regular postings, then link to the posts in your regular staff communications. You'll build morale while building a buzz.



[Click here for social media tools](#)

# Make the Most of Local Advertising Opportunities



## Print Ads

There are hundreds of local newspapers and shoppers printed in Wisconsin. You can get the attention of your community through regular display advertising. WisCaregiver Careers is providing you with the base ad sizes you need to place not only in the weekly paper of record, but also in newsletters published by community organizations and service clubs, the library, health clubs, sports groups, job fair flyers, and anywhere your staff recruitment team can garner a placement. You can customize these ads with your own contact information or QR code. Think big – by starting small.

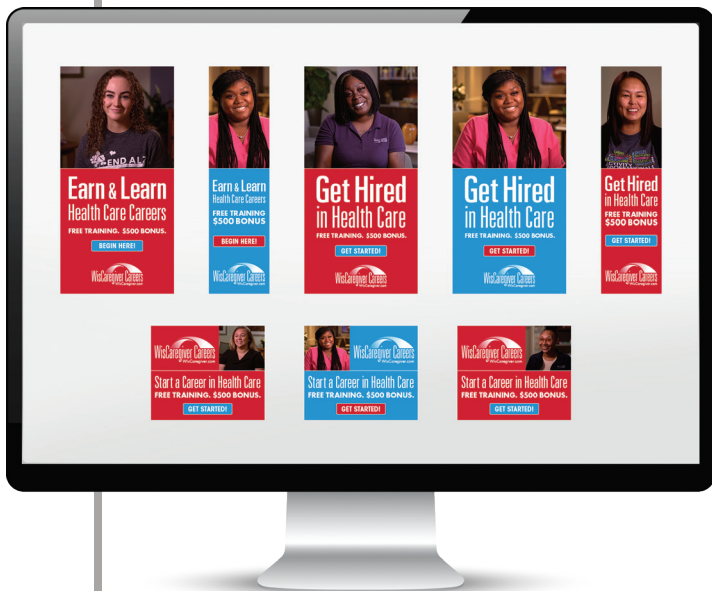
## Digital Banner Ads

Many local publications today also publish an online version with timely news. The Employers Toolkit provides many sizes of digital banner ads for your use and customization. Often, publishers will welcome receiving multiple ads at different sizes, increasing your chances for “above the fold” positioning. Be sure to also send your publisher the website link -- [wiscaregivercna.com](http://wiscaregivercna.com) -- or the link to your CNA training application page, to activate your “Get Started” Call-to-Action (CTA) button.



## Digital Display Ads

To reach the future generation of certified nurse aides, the WisCaregiver Careers campaign has focused on delivering opportunities on digital media, meeting prospective employees where they are every day – on their phones and computers. Your Employers Toolkit includes dozens of digital ad choices that can be customized and placed on websites and in online media. The ads feature real-life CNAs from many backgrounds to appeal to a wide audience. Be sure to supply the website link – [wiscaregivercna.com](http://wiscaregivercna.com) – or the link to your CNA training application page, to send interested individuals immediately to the web page for more information and for registration. Ask your recruitment team to find community businesses and organizations that will place your ads on their websites. Most important, don't forget to take full advantage of all the web pages you currently manage for your facility by placing digital display ads.



Click here for print & digital ads



# Make the Most of Local Advertising Opportunities



## Radio Ads

Local radio stations around the state often stream their content. Here is another opportunity for you to gain the ear of potential nurse aide candidates via WisCaregiver audio ads. The Employers Toolkit will include both a 30-second and a 60-second option for your use in local promotions. Have your recruitment team reach out to the stations in your area and ask if public service announcements are accepted, and if they can customize the ad with your contact information. Your community access and public radio stations and community-supported stations might also be looking for public and service announcement content as well as potential on-air interviewees who could address the caregiver shortage.

## Broadcast Spots

Just like with radio and streaming audio, your recruitment team can reach out to your local network affiliated TV stations as well as cable access channels to see if they will accept public service announcements. Your Employers Toolkit includes a variety of 30-second and 15-second spots for a series of promotions. Do you have a leader at your facility who can speak passionately about the caregiver shortage and the importance of your work? Your recruitment team can reach out to the news directors for a potential interview. The WisCaregiver TV spots will make such interviews a more attractive package deal for the producers. In addition, you could share any of the “day-in-the-life” promotional CNA videos to explain more about why starting a health care career is so rewarding.



## Retention Strategy: Promotional Videos

Videos of CNAs who love working with the elderly will gain the attention of potential recruits. WisCaregiver Careers has made available a series of video profiles that will help you inspire staff and new recruits alike. In addition, these videos of real life in a facility like yours can assist you with retention efforts. Watch the videos as part of staff training or onboarding. Ask ... What makes a rewarding career? How can we celebrate the impact that nurse aides make in the daily lives of residents? What's more, WisCaregiver Careers promotional videos can appear on your websites, in social media posts, and in staff announcements. You may inspire your food service or activities staff to consider taking their next step in a health care career as well. The more you promote WisCaregiver Careers, the more likely you are to bring wonderful new trainees to your door.



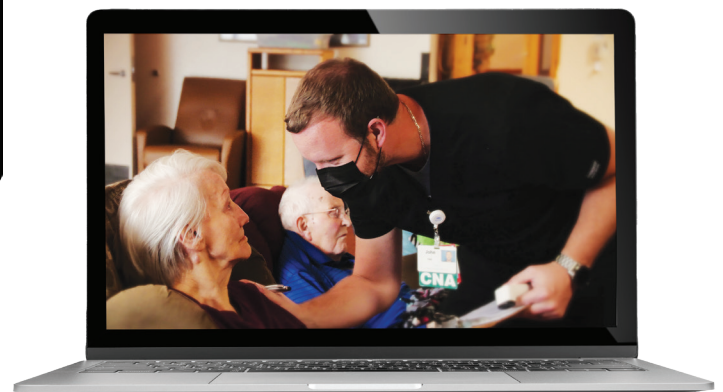
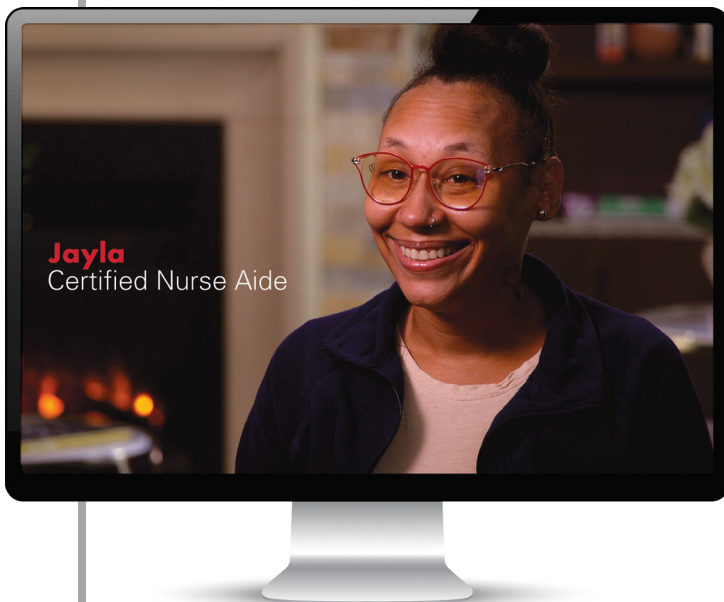
**Click here for radio ads & videos**



# 8

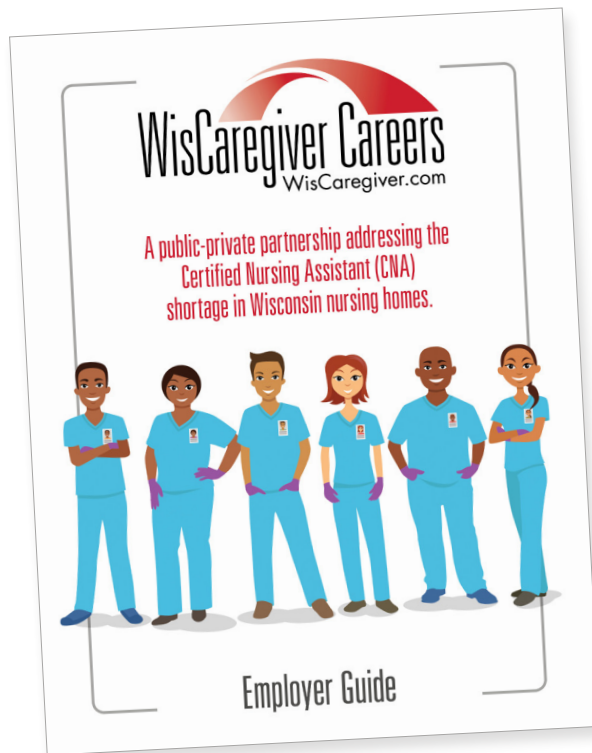
## Get Social - Share the Stories

One of the best ways to recruit – and retain – certified nurse aides is to share their stories and celebrate the rewards of a career that makes a difference every day for everyone in your nursing home. You can post these videos to your website and play a series of them as part of your new employee orientations. Expand your reach through social media with the kind of content that caring individuals will want to share among their circles of friends and family. The WisCaregiver Employers Toolkit will provide you with both short and longer-form caregiver profiles that you can run before and during staff meetings or in other presentations. Create a loop of the videos to play at career fairs and at community events. Play the videos in your lobby so that families of residents can see that there is an opportunity for them to continue giving back to the community. Keep the conversations going by showing even more WisCaregiver Careers content.



[Click here for caregiver profiles](#)

# Keep Your HR Team on Top of the Program



## Employer Guide

WisCaregiver Careers is a program dedicated to the success of its partner employers. Inside the employer training guide, you'll find all the information you need to make the recruitment, training and reimbursement of caregivers a streamlined process. The guide also has information and helpful links to connect you with recruitment resources in your area, such as Foodshare Employment and Training agencies. In addition, the guide provides links to help you start your own nurse aide training program through the Wisconsin Division of Quality Assurance. Most important, your newer staff will find a step-by-step guide showing how to track WisCaregiver Careers trainees, leading to reimbursement.



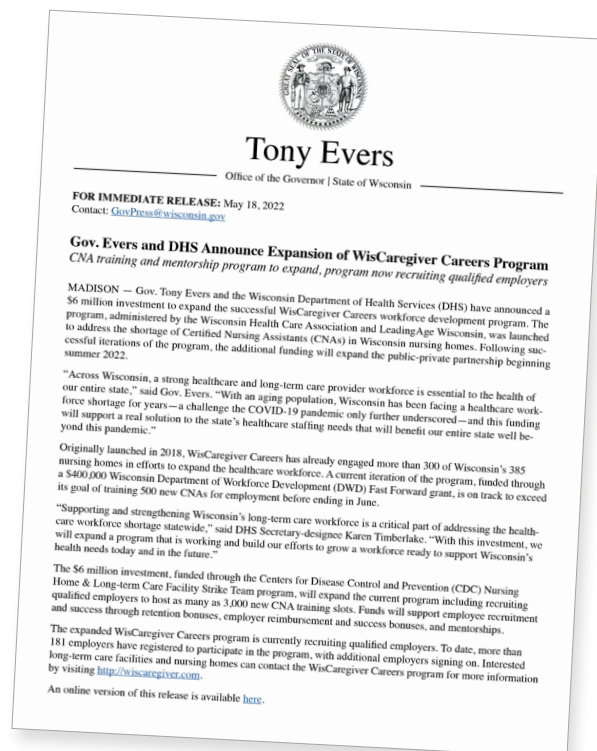
[Click here for employer guide](#)

## Governor's Press Release

How did the WisCaregiver Careers nurse aide recruitment initiative get started? You can share with your staff or facility board the press release from Wisconsin's governor, demonstrating the support WisCaregiver Careers employers have from the governor's office and state agencies.



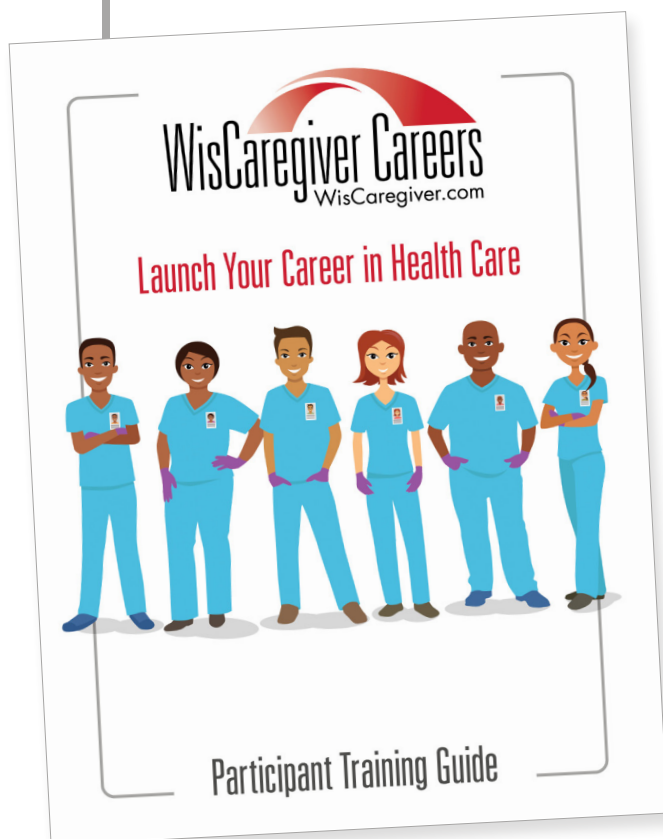
[Click here for press release](#)



# Keep New Recruits Engaged

## Participants Training Guide

Once you've offered a WisCaregiver Careers recruit a job, keep them excited and in the pipeline to become a certified nurse aide. Share the Participant Training Guide as soon as possible, and refer to it again at orientation and in your early training sessions. The Participant Training Guide outlines all the great reasons why caring individuals should choose to start a career in health care as a certified nurse aide. It also covers essential employment requirements such as background checks and vaccinations. You can distribute the Participant Training Guide digitally to each WisCaregiver recipient and then print out copies for them as part of your HR welcome packet.



[Click here for participant guide](#)

# Reward Your Current CNAs Through Mentorship

Did you know that WisCaregiver Careers features mentorship programming and mentorship bonuses to help you keep your best staff? The Mentor Guide explains how employers may reward CNAs who follow best practices and help new nurse aides get the right start to long-term success. Inside the Mentor Guide you'll find a plan for recruiting mentors, training and evaluating them, plus training tips and worksheets for new mentees. Don't miss this opportunity to recognize and celebrate your nurse aide mentors.



- ✓ **Mentor Program Policy**
- ✓ **Mentor Biographies**
- ✓ **Peer Recommendation Form**
- ✓ **Mentoring Application Form**
- ✓ **Mentor Program Training Skills Supply List CNA**
- ✓ **How to Help Your Mentee Feel Comfortable the First Day**
- ✓ **Mentor Prep for Mentor Train-the-Trainer Training**
- ✓ **Mentor Meetings**
- ✓ **New Mentee Evaluation**
- ✓ **Mentor Evaluation**
- ✓ **Mentor Bonus Payrol Distribution**
- ✓ **Ideas on How to Recognize and Celebrate Mentors**
- ✓ **Resource Ordering Optional Mentor Pins and Ribbons**
- ✓ **Mentor Program Graduation**



[Click here for mentoring tools](#)



# WisCaregiver Careers Promotional Asset Index

Now that you have been introduced to the WisCaregiver Careers Employer's Toolkit strategy guide, you have a better idea as to the breadth of creative assets available to you for your own CNA recruitment and retention efforts. The index below lists all available assets by category and file name. To download the assets that are most relevant to your next promotion, you can tap the "Click Here" call-to-action button on any of the preceding pages of this guide. You can also access the WisCaregiver Careers file portal here: <https://spaces.hightail.com/space/inHZgzpq3k>

**Note:** In order to secure these assets for participating WisCaregiver Careers employers, you will need an access code. Participating employers will be sent their access code via email. If you have not received an access code, please contact our customer service team at [833-315-CARE \(2273\)](tel:833-315-CARE) during office hours. Once you have entered the file portal, you will see the folders with the files listed in the index below. You can download any folder to your local computer. Some files are large and may take a few minutes to download.

CATEGORY	PROMOTIONAL ASSET
POSTERS	Poster_8-5x11_For_Commercial_Printing.pdf
	Poster_8-5x11_For_Non_Commercial_Printing.pdf
	Poster_8-5x11_For_Commercial_Printing_Open_Panel.pdf
	Poster_8-5x11_For_Non_Commercial_Printing_Open_Panel.pdf
	Poster_11x17_For_Commercial_Printing.pdf
	Poster_11x17_For_Non_Commercial_Printing.pdf
	Poster_11x17_For_Commercial_Printing_Open_Panel.pdf
	Poster_11x17_For_Non_Commercial_Printing_Open_Panel.pdf
FLYERS	Flyer_AdvanceYourCareer_1-page.pdf
	Flyer_AdvanceYourCareer_2-page.pdf
	Flyer_WhyBecomeACNA.pdf
BROCHURE	Brochure_For_Commercial_Printing
	Brochure_For_Non_Commercial_Printing
SOCIAL MEDIA Facebook Ad Mock-Ups	FACEBOOK AD_mock-up_00010.jpg
	FACEBOOK AD_mock-up_00011.jpg
	FACEBOOK AD_mock-up_00012.jpg
	FACEBOOK AD_mock-up_00013.jpg
	FACEBOOK AD_mock-up_00014.jpg
	FACEBOOK AD_mock-up_00015.jpg
SOCIAL MEDIA Content Ideas	SOCIAL MEDIA _Content_Ideas.pdf

Continued →

# WisCaregiver Careers Promotional Asset Index

CATEGORY	PROMOTIONAL ASSET
<b>SOCIAL MEDIA</b> Image and Photo Boxes	IMAGE AD PHOTO BOX_00010.jpg
	IMAGE AD PHOTO BOX_00011.jpg
	IMAGE AD PHOTO BOX_00012.jpg
	IMAGE AD PHOTO BOX_00013.jpg
	IMAGE AD PHOTO BOX_00014.jpg
	IMAGE AD PHOTO BOX_00015.jpg
<b>SOCIAL MEDIA</b> Social Media Ads	WCG_Social Media Ads_1080 x 1080_00000.png
	WCG_Social Media Ads_1080 x 1080_00001.png
	WCG_Social Media Ads_1080 x 1080_00002.png
	WCG_Social Media Ads_1080 x 1080_00003.png
	WCG_Social Media Ads_1080 x 1080_00004.png
	WCG_Social Media Ads_1080 x 1080_00005.png
	WCG_Social Media Ads_1080 x 1080_00006.png
	WCG_Social Media Ads_1080 x 1080_00007.png
	WCG_Social Media Ads_1080 x 1080_00008.png
	WCG_Social Media Ads_1080 x 1080_00009.png
	WCG_Social Media Ads_1080 x 1080_00010.png
	WCG_Social Media Ads_1080 x 1080_00011.png
	WCG_Social Media Ads_1080 x 1080_00012.png
	WCG_Social Media Ads_1080 x 1080_00013.png
	WCG_Social Media Ads_1080 x 1080_00014.png
	WCG_Social Media Ads_1080 x 1080_00015.png
	WCG_Social Media Ads_1080 x 1080_00016.png
	WCG_Social Media Ads_1080 x 1080_00017.png
	WCG_Social Media Ads_1080 x 1080_00018.png
<b>SOCIAL MEDIA</b> Image Options 01	DHS WCG_WISCAREGIVER GRAD SUCCESS_Still020.jpg
	DHS WCG_WISCAREGIVER GRAD SUCCESS_Still028.jpg
	DHS WCG_WISCAREGIVER GRAD SUCCESS_Still035.jpg
	jayla_Med Cart Meeting.png

Continued →

# WisCaregiver Careers Promotional Asset Index

CATEGORY	PROMOTIONAL ASSET
<b>SOCIAL MEDIA</b> Image Options 01 (cont'd)	john_Resident Vitals Check.png
	LETICIA_working.png
	LETICIA+_group mtg.png
	MARCIA_jazz.png
	meighan_Med Cart Meeting.png
	sharon_Resident Visit.png
	Wade+Sarah_Stand-Up Meeting_Still 001.png
	yolanda_Garden Walk_Still 001.png
	yolanda_Garden Walk_Still 003.png
	yvonne_Resident Singing.png
<b>SOCIAL MEDIA</b> Image Options 02	jayla_Med Cart Meeting_Still 003.png
	jayla_Resident Interaction_Still 002.png
	john_Resident Visit 02_Still 001.png
	luaua_Still 001.png
	sharon_Resident Visit_Still 002.png
	toni rae_Resident Visit_Still 001.png
	Wade+Sarah_Stand-Up Meeting_Still 001.png
	yolanda_Garden Walk_Still 002.png
	yolanda_Garden Walk_Still 003.png
<b>SOCIAL MEDIA</b> Social Media Videos	WCGC_CNA_toni rae_Social Video_x30.mp4
	WCGC_CNA_Cagney_Profile_Social Video_x30.mp4
	WCGC_CNA_jayla_Social Video_x30.mp4
	WCGC_CNA_John_Social Video_x30.mp4
	WCGC_CNA_Leticia_Social Video_x30.mp4
	WCGC_CNA_Lori_Social Video_x30.mp4
	WCGC_CNA_makenna_Social Video_x30.mp4
	WCGC_CNA_patrice_Social Video_x30.mp4
	WCGC_CNA_Raven_Social Video_x30.mp4
	WCGC_CNA_Zoe_Social Video_x30.mp4

Continued →

# WisCaregiver Careers Promotional Asset Index

CATEGORY	PROMOTIONAL ASSET
PRINT ADS	Print_3-22x2-BW.pdf
	Print_3-22x4-BW.pdf
	Print_3-79x2-BW.pdf
	Print_3-79x4-BW.pdf
DIGITAL BANNER ADS	Banner_320x50_001.png
	Banner_320x50_002.png
	Banner_320x50_003.png
	Banner_320x50_004.png
	Banner_728x90_001.png
	Banner_728x90_002.png
	Banner_728x90_003.png
	Banner_728x90_004.png
DIGITAL DISPLAY ADS	Display_160x600_001.png
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	Display_300x250_005.png

Continued →



# WisCaregiver Careers Promotional Asset Index

CATEGORY	PROMOTIONAL ASSET
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<b>AUDIO</b> Radio Audio	WCGC_CNA_Start YourCareer_Radio_x30.mp3
	WCGC_CNA_Start YourCareer_Radio_x60.mp3
<b>VIDEOS</b> Broadcast Videos	WCGC_CNA_BONDS_TV30.mp4
	WCGC_CNA_IMPACT_TV30.mp4
	WCGC_CNA_REWARDED_TV30.mp4
	WCGC_CNA_Start Your Career TV30.mp4
	WCGC_CNA_Start Your Career_TV30.mp4
	WCGC_CNA_Start Your Career_TV60.mp4
<b>VIDEOS</b> Promotional Videos	WCGC_CNA_EARN LEARN_TV15.mp4
	WCGC_CNA_EVER WONDERED_TV30.mp4
	WCGC_CNA_FREE PROGRAM_TV30.mp4
	WCGC_CNA_HOW TO_TV30.mp4
	WCGC_CNA_PAID + EARN COMBO_TV30.mp4
<b>VIDEOS</b> Get Social Share the Stories	WCGC_CNA_cagney_Profile.mp4
	WCGC_CNA_jayla_Profile.mp4
	WCGC_CNA_john_Profile.mp4

Continued ➔

# WisCaregiver Careers Promotional Asset Index

CATEGORY	PROMOTIONAL ASSET
<b>VIDEOS</b> Get Social Share the Stories (cont'd)	WCGC_CNA_leticia_Profile.mp4
	WCGC_CNA_lori_Profile.mp4
	WCGC_CNA_makenna_Profile.mp4
	WCGC_CNA_patrice_Profile.mp4
	WCGC_CNA_raven_Profile.mp4
	WCGC_CNA_toni_rae_Profile.mp4
	WCGC_CNA_zoe_Profile.mp4
<b>GUIDES</b> Employer Guide	Employer_Guide.pdf
<b>GUIDES</b> Participant Training Guide	Participant_Training_Guide.pdf
<b>GUIDES</b> Mentor Guide	Mentor_Guide.zip
<b>PRESS RELEASE</b>	Governor_Press_Release.jpg