THE DIFFERENCE MAKER FOR DIFFERENCE MAKERS
Over the next year, the Canadian College of Health Leaders (the College) is on a mission to celebrate the impact and diversity of health leadership in Canada, and to let health leaders from all sectors know about the supportive community that is available to them as a College member.

**About the Campaign**
This is the College’s first national membership campaign. The goals for this campaign are to:

- Grow the College membership community.
- Celebrate health leaders across the country and share their stories with the nation.
- Raise awareness of the diversity and importance of health leadership in Canada.

**Campaign Theme**
Our theme is the Difference Maker for Difference Makers. Using videos, posters and social media conversations, we will tell stories about:

- The difference that health leaders are making in the lives of patients, families and communities across Canada.
- The difference that the College makes to its members on their leadership journey.

**Key Links and Campaign Hashtag**

- facebook.com/CCHL.National
- twitter.com/CCHL_CCLS
- linkedin.com/company/canadian-college-of-health-leaders
- #CCHLDifferenceMaker
- cchldifferencemaker.com

*Help us make a difference. What difference are you making through your leadership? What difference has the College made to you? Use this Toolkit to help tell your story.*
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Message from the President

Dear Difference Maker,

Health leaders have never been more important to ensuring the success of our health systems. I am so proud of our members for the incredible difference they make every day to patients, families and communities.

At the College, we are also very proud of the difference we make to our members. We know that being a health leader is not easy, and that no matter the sector or region, leaders share similar challenges that together we can overcome.

This is why we have launched the #CCHLDifferenceMaker campaign.

We need to celebrate the difference that health leaders make to patients and families, to their organizations and communities, and to our health systems. And we need to let those pursuing careers in health leadership know about the resources and community available to them as a College member.

What can you do? Help us tell the story of the difference that our health leaders are making using the materials in this toolkit. Whether it's sharing a post on social media, or celebrating a colleague at a Chapter event, everything you need to share your story is here.

I also invite you to extend an invitation, whether in person, over e-mail, or on social media, to health leaders you feel would benefit from being a College member. Our new graduated membership fee makes it easier than ever to try out the benefits of membership.

Together, we will make an even bigger difference.

Thank you,

Ray Racette, MHA, CHE
President and CEO
What you can do/How to use this Toolkit

This toolkit contains ideas and resources to help you spread the word the campaign. Here is what you can do:

1. **Share the campaign on social media**
   After word of mouth, social media is our most important tool to spread the message. The Social media guide on the following pages contains ideas and content to help you promote the campaign on your favourite social media channel.

2. **Share the campaign at a Chapter event**
   Last year, College chapters hosted more than 70 events across Canada. Use your next event to highlight the Difference Maker campaign. Check out the Chapter guide for ideas.

3. **Share the campaign at your workplace**
   Promote the campaign to the other health leaders at your workplace while sharing the difference that health leadership makes. Check out the Workplace guide for ideas.

**Tools in the Toolkit**
Along with the Social Media, Chapter and Workplace guides, this toolkit contains the following:

- **Share your story template** – A template to help you tell the story of health leadership.
- **Campaign materials** – Links to download the campaign videos, social media images, poster template, and value proposition.
- **College quick facts** – Key facts and numbers that will help you tell the story of the College.
- **Membership benefits and fees** – An overview of benefits for potential members. We are highlighting our new graduated fee structure which makes it more affordable to “try on” being a College member.

**Your Belief in the College**
Our strongest tool is your belief in the College. We know how strongly our members and partners feel about what the College offers to health leaders, and to our health systems. This campaign is about giving you more tools to tell this story; to get the message out there about why we need health leadership and the College’s vital role in helping support that leadership. Thank you in advance for sharing this enthusiasm with your colleagues and others for whom a College membership can make a difference.
Social Media Guide

Each of you is a Difference Maker with a story to tell.

To help spread the message of this campaign, we’re asking College members and partners to share it on social media using the hashtag #CCHLDifferenceMaker.

You don’t have to be a social media pro to get involved. Here are some ways you can contribute. Put your own spin on these (just remember to use #CCHLDifferenceMaker so that we can like, share or retweet).

**Share your story**

This campaign is about showing the difference that College members are making to our health systems, and the difference the College makes to those members.

You can use the Share Your Story template to tell your difference maker story, whether it’s the difference that you and your team are making, or the difference the College has made to you.

Download the template, write a short sentence, and then take a photo and post to social media with the hashtag #CCHLDifferenceMaker.
You can also simply write a description of the difference you, your team or a colleague is making with the hashtag #CCHLDifferenceMaker. Here are some examples.

**Sample Posts**

The difference I am most proud to be making is _____________________ . #CCHLDifferenceMaker

Proud of my team at ____________ for the difference they are making to _________ . #CCHLDifferenceMaker

What inspires me to make a difference is ________________________ . #CCHLDifferenceMaker

The difference the College has made to me is ____________________________ . #CCHLDifferenceMaker

I’m a member of the College because ________________________________ . #CCHLDifferenceMaker

Proud College member going on ________ years. #CCHLDifferenceMaker

**Share your knowledge**

The health system is always changing, and leaders like you stay on top of the latest industry news and events.

When you see an inspiring article or story featuring a CCHL member, consider sharing it with the campaign hashtag #CCHLDifferenceMaker.

**Sample Posts**

Another great example of how health leaders are making a difference. [insert link to story of difference maker]. #CCHLDifferenceMaker

Fantastic article on how leadership is critical to shaping our health systems [insert link] #CCHLDifferenceMaker.
Share the campaign posters
A great way to spread the word is to share the social media posters featuring College members.

You can download these images from the campaign resources page. Post an image with a short message.

You can also include link to the www.cchldifferencemaker.com landing page along with the #CCHLDifferenceMaker hashtag.

Here is a sample post:

Sample Posts
#CCHLDifferenceMaker Find out more at www.cchldifferencemaker.com
### Share the campaign videos

We have produced a feature video, plus a number of shorter videos, featuring College members. During the course of the campaign we will be adding more videos, as well as inviting members to make their own videos to post online.

Visit the [campaign resources](#) page to view and share the videos.

You can share the link to the campaign page, or to share a specific video, click on the video to view in YouTube and then copy and paste the video link into your Twitter or Facebook post.

#### Sample Post

Proud of my fellow College members for the difference they are making. [Add video link]

#CCHLDifferenceMaker.

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### Make your own video

Inspired by the Difference Maker videos? We’re inviting College members to make their own short videos talking about the work they are doing and the difference the College has made to them.

With newer smartphones, making a video can be as easy as selecting the video option on the photography app.

- Have a friend or colleague help take the video.
- Do a few takes until you get one that you like.
- Answer one of the questions:
  - What is the difference you’re most proud to be making?
  - Why is the College a difference maker to you?

Post the video with a short description and the hashtag #CCHLDifferenceMaker.

#### Sample Posts

- Why I became a College member. [video] #CCHLDifferenceMaker
- The difference I’m most proud to be making [video] #CCHLDifferenceMaker
Share a personal invitation

We want those considering a career in health leadership to see the size of our community and the impact CCHL members are making, in ways big and small.

And we know how powerful a personal invitation can be.

You likely have friends and colleagues who work in health leadership who you would love to join our community at the College. So we encourage you to share an invite like the following with your networks.

Sample Facebook invite.

For the past __ years, I have been a member of the Canadian College of Health Leaders. Being a part of a diverse, supportive community of health leaders has made a huge difference to me personally, and to my career. If you work in health leadership in Canada, I invite you to become a member. Find out more here: www.cchldifferencemaker.com #CCHLDifferenceMaker

Did you know?

College members who refer a new active member will be entered into a draw for a free membership for 2019. Just ask your friend to note your name in the “how did you learn about the College” field on their membership application form.
Chapter Guide

Chapters are the heart of the College, and Chapter events often attract many non-members.

By including the Difference Maker campaign as part of your next event, you can provide a great introduction to the benefits of membership and honour some of your fellow College members.

Here are some ideas:

**Show a Difference Maker video**
Our Difference Maker videos are on YouTube, making it easy for you to show anywhere you have an Internet connection. Showing the featured video is a great way to kick off your next Chapter event.

**Celebrate a Difference Maker**
Take moment to honour a chapter member as a Difference Maker. Use the PPT template included in this package to create your own poster, which you can either print, or include in an event slide deck.

Be sure to include an image and a story of the difference they are making.

If your Chapter is active on social media, share the poster with the hashtag #CCHLDifferenceMaker and/or include in your Chapter newsletter.
Workplace Guide

Display the Difference Maker posters

You can download and print out the Difference Maker posters to display at your workplace. These posters look best printed at 11x17 but can also be printed at 8.5x11

Include a Difference Maker in your Workplace Newsletter

If you have a workplace newsletter, we invite you to write a story about the Difference Maker campaign. To bring the story to life, you might interview a colleague who is a College member, asking them about the difference they are trying to make/or proud to be making and the difference that College membership has made to them.

Some questions you might ask:

- What difference-making initiative are you most proud of? How has it impacted patients, families and your organization?
- What does being a health leader mean to you?
- How has being a College member made a difference to you? How has it impacted your career or developed your potential as a leader?
Campaign Tools

On this page, you will find a list of tools mentioned in this Toolkit. These tools are housed on the College's website.

Videos
The Difference Maker videos tell the story of our members and the difference they are making. Share the videos on social media or show them at a chapter event.

Visit the campaign resources page to download the videos.

Posters / social images
The Difference Maker poster series tells the story of eight of our members and the difference they are making. Share the social versions of the posters on social media, or print out the full size posters to post at your workplace or at a chapter event.

Visit the campaign resources page to download the posters and social images.

Share Your Story Template

Use the Share Your Story template to tell your difference maker story, whether it’s the difference that you and your team are making, or the difference the College has made to you.

8.5 x 11 template

Poster Template

Download the poster template (PPT) to create your own Difference Maker poster celebrating a health leader from your chapter or workplace. You can insert this into a slide deck for a presentation at a chapter event, or print out and post on your work bulletin board.

Poster template (PPT)

Value Proposition

Print out the College value proposition to hand out at Chapter events, or to provide speaking points when talking about the benefits of membership.

Value Proposition (PDF)
Appendix – College Information

Membership Benefits and Fees
When talking about the benefits of College membership, you can refer to the College’s value proposition and infographic, included below. You can also download the one-page PDF of the value proposition.

Build Your Network.
Connect with health leaders in your region and across the country to share knowledge, find new avenues for collaboration, and advance your career.

Earn Your Certification.
Earn your Certified Health Executive (CHE) and Fellowship (FCCHL) – the only designations for health leadership in Canada – and be recognized for your leadership.

Inspire Your Thinking.
Discover new solutions to today’s complex health challenges at national events like the Great Canadian Healthcare Debate and chapter events featuring leading thinkers.

Develop Your Potential.
Participate in our national mentorship program, attend a webinar, or take on a volunteer leadership role to develop your capacity and visibility as a leader.

Membership Fees
This year, the College has introduced a graduated entry fee for new Active members. The new graduated entry fee makes it easier to join the College, to see the difference it can make.

Year 1: $160   Year 2: $160   Year 3: $320   Year 4: regular active membership rate $475

For more information on graduated entry fees, check out our policy.

Refer-a-friend
College members who refer a new Active member will be entered into a draw for a free membership for 2019. Please ask the referred to note your name in the “how did you learn about the College” field on their membership application form, so that we may include your name in the draw. The lucky winner will be selected in September 2018.
College Facts & Numbers

- Founded in 1970.
- Mission statement: To develop, promote, advance and recognize excellence in health leadership.
- 3,000+ members representing health leaders from a variety of care settings, including hospitals, long-term care organizations, community care, mental health and social services. As well as from government, academia, professional associations, and industry.
- 50% of College members have the Certified Health Executive or Fellow designation.
- 21 Chapters across Canada organizing over 70 Chapter events a year to connect peers across the country.
- 400+ mentors and mentees involved in the College’s mentorship program.
- 150+ organizations supported in developing, adopting and sustaining leadership development programs using the LEADS framework.
- 90+ e-learning resources developed by the College and its Chapters and available to members in the College’s professional development library.
- 695 delegates came together to share vision and leadership at the 2017 National Health Leadership Conference.
The Difference Maker for Difference Makers.