

FOR
OVER
50

EMERGENCY NURSES
ASSOCIATION FOUNDATION

FOR **ENSTRONG**

Fueling the Future of Emergency Nursing



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Fundraising Inspiration and Activities

2025

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

- 6: Launch ENStrong 2025
- 20: Launch ENStrong 2025
- 27: Launch ENStrong 2025
- 31: Launch ENStrong 2025

FEBRUARY

- 1: Launch ENStrong 2025
- 7: Launch ENStrong 2025
- 14: Launch ENStrong 2025
- 20: Launch ENStrong 2025
- 24: Launch ENStrong 2025

MARCH

- 3: Launch ENStrong 2025
- 5: Launch ENStrong 2025
- 17: Launch ENStrong 2025
- 20: Launch ENStrong 2025
- 25: Launch ENStrong 2025

APRIL

- 1: Launch ENStrong 2025
- 3: Launch ENStrong 2025
- 5: Launch ENStrong 2025
- 15: Launch ENStrong 2025
- 18: Launch ENStrong 2025

MAY

- 1: Launch ENStrong 2025
- 11: Launch ENStrong 2025
- 18: Launch ENStrong 2025
- 26: Launch ENStrong 2025
- 31: Challenge closes

JANUARY

- 1.6.25** FYI: Global conference scholarship (Global applicants) & ENDVR Fellowship applications open. [Apply here](#)
- 1.20.25** Did you turn in your pledge card?
- 1.27.25** Launch ENStrong Challenge
- 1.31.25** 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

- 2.1.25** Did you complete the opening quiz to gain points? Hurry, it closes on 2.7.
- 2.7.25** Can you raise \$250 in a week? Sure, you can. We can help! [One Week Challenge](#)
- 2.9.25** 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!
- 2.14.25** FYI: Global conference scholarship (Global applicants) & ENDVR Fellowship applications close. [Apply here](#)
- 2.20.25** 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!
- 2.24.25** FYI: The Academic Scholarship application submission period has opened. [Apply here](#)

MARCH

- 3.3.25** FYI: Conference Scholarship (U.S. applicants) are open. Spread the word! [Apply here](#)
- 3.5.25** Introduce a co-worker to ENA. Tell them about ENA Foundation scholarship and grant opportunities and encourage them to give to ENStrong.
- 3.17.25** Catch the leprechaun and donate "the pot of gold" to the Foundation!
- 3.20.25** Be on the look out for the next activity challenge to gain points and the chance to win awesome prizes.
- 3.25.25** 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

- 4.1.25** FYI: You're halfway there!
- 4.3.25** FYI: Conference scholarship programs (U.S. applicants) close today at noon Central time! [Apply here](#)
- 4.5.25** Share a pic and story about Emergency Nursing 2024 in Las Vegas. Let us know if we'll see you in New Orleans. Remember to use #enstrong and include a link to your ENStrong personal fundraising page.
- 4.15.25** 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!
- 4.18.25** FYI: Academic scholarship programs close today at noon Central time! [Apply here](#)

MAY

- 5.1.25** It's time to start training for the EN Week 5K. Check out the activities page on how to gain points to move up the leaderboard.
- 5.11.25** Start a Mother's Day fundraiser on Facebook to support ENA.
- 5.18.25** Text a friend about the Challenge. Use the sample text messages in the toolkit to ask for a donation.
- 5.26.25** 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

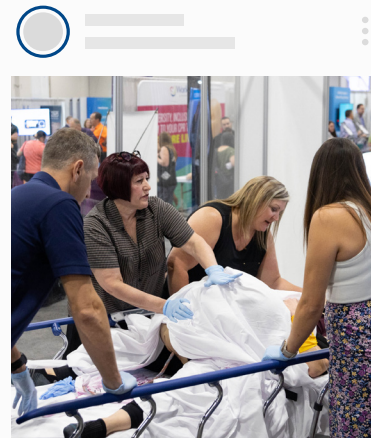
Social Media

INTRO POST:



The 2025 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

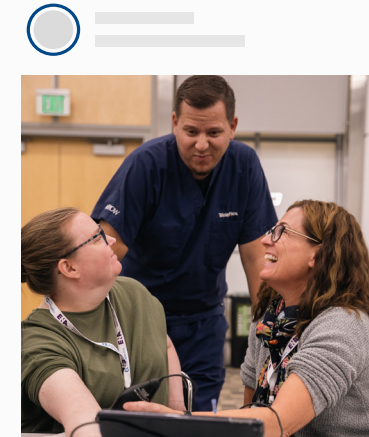
IMPACT POST:



Your #ENStrong support creates ripples of impact! In the previous year, your generous donations propelled over 150 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.

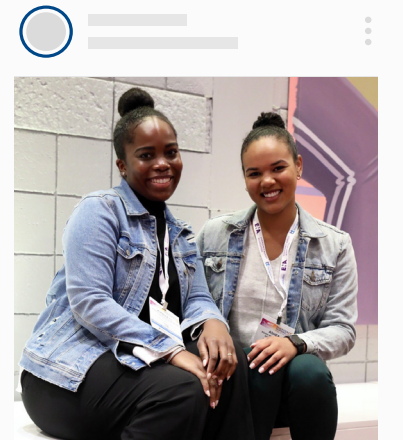


PROGRESS POST:



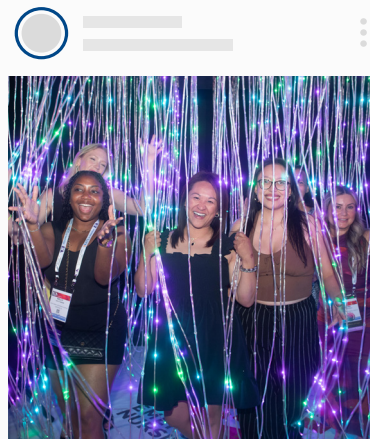
With less than [timeframe] months left to give, [state/council name] is [goal percentage] away from our #ENStrong Challenge goal of [goal amount]. Help the #ENAFoundation elevate the careers of nurses. Donate by May 31 and make your impact. #ENStrong

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 2025 #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 2025 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? Last year, the ENA Foundation, in partnership with the ENA Research Advisory Council, awarded the Emergency Nursing Diverse Voices in Research Fellowship to Swapna Peter, MSN, RN, CCRN. With a keen interest in research and innovation, Swapna explores ways to improve patient outcomes, streamline processes, and foster a supportive work environment. Since its inception, the foundation has supported nurse-led research by providing more than \$600,000 to various research programs.


Support for projects like these is made possible by donors like you through the ENStrong Challenge. Please consider donating to help me and my fellow nurses tackle pressing issues in emergency care. Your quick and easy donation will make a meaningful impact on nurses and the patients we serve. [insert link]

 [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 1,300+ members just like you, helping them conquer their educational ambitions. Since the mid-90s, we've provided over \$5.6 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 2024—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.

IMPACT:


Greetings!


Are you curious about the power of your dollars? Last year, the ENA Foundation's supporters like you made an incredible impact—raising over \$585,000 to:

- Fund 40 emergency relief grants
- Award 97 conference scholarships
- Support 3 research grants and a fellowship

This year, let's go even bigger! Together, we can empower more nurses on the front lines and in the communities they care about.

Give today and keep emergency nurses ENStrong. The Challenge ends May 31—don't miss your chance to make an impact!

 [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 2025 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!

Join the [state/chapter name] and ENA Foundation in the 2025 ENStrong Challenge—the largest campaign dedicated to empowering emergency nurses through scholarships and grants.

Since 1991, the ENA Foundation has awarded nearly \$7 million to over 2,850 emergency nurses, fueling their education and impact.


Here's how you can help:

- Donate: Contribute to the ENStrong Challenge [hyperlink to state/chapter page].
- Share: Follow ENA and [state/chapter name] on social media, and spread the word.
- Inspire: Forward this email to five friends or colleagues.

Every donation through May 31 helps emergency nurses achieve their dreams.

Thank you and I hope to see your name on the ENStrong donor list and leaderboard.

THANK YOU AND PROGRESS:



Greetings!

The [state/chapter name] and ENA Foundation are truly inspired by your incredible support for advancing emergency nursing through scholarships and research grants. Thanks to your generosity, the 2025 ENStrong Challenge was a huge success! Together, [state/chapter name] raised [state/chapter amount raised], contributing to the ENA Foundation's overall goal.

Your compassion and commitment make a real difference in shaping the future of emergency nursing. Thank you for going all in and making an impact!



Click here to download email banners.



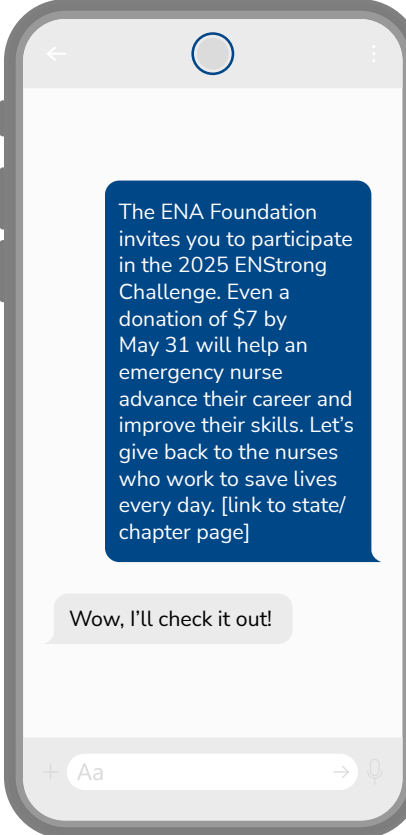
Click here to download a Word file containing all nonmember solicitation email copy.



Communication Collateral

Text

NONMEMBER TEXT:



The ENA Foundation invites you to participate in the 2025 ENStrong Challenge. Even a donation of \$7 by May 31 will help an emergency nurse advance their career and improve their skills. Let's give back to the nurses who work to save lives every day. [link to state/chapter page]

Wow, I'll check it out!

MEMBER TEXT:



The ENStrong Challenge is here! If every ENA member gave just \$7, we could reach our goal by this afternoon. Are you up for the Challenge? [link to state/chapter page]

Count me in! I just donated!



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



Print Collateral

Customizable Canva Templates

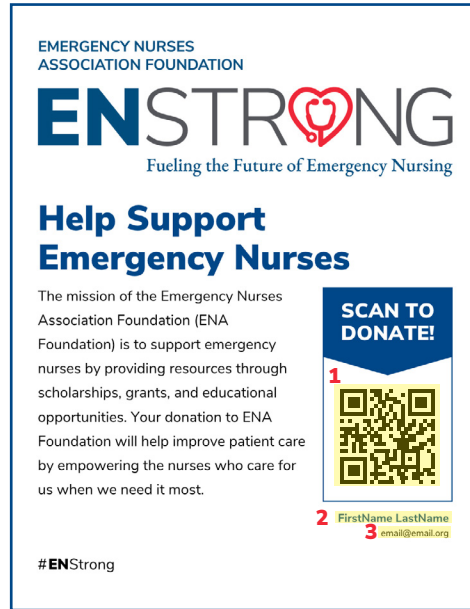
FLYERS:

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:

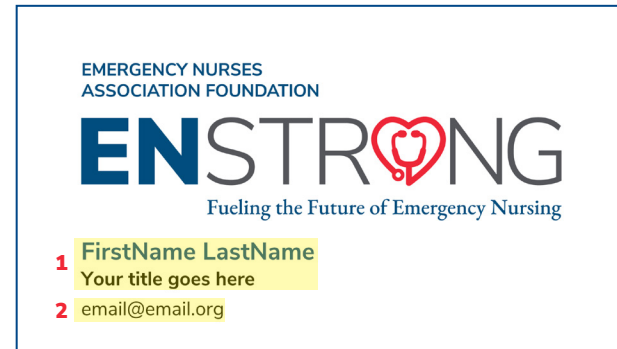
1. Delete the existing QR code. Click on the QR code icon in the left toolbar. Enter your OneCause fundraising page URL and click "Generate QR code." Resize and adjust placement.
2. Update copy to your first and last name.
3. Update copy to your contact information.
4. Click on "Share" in the upper right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



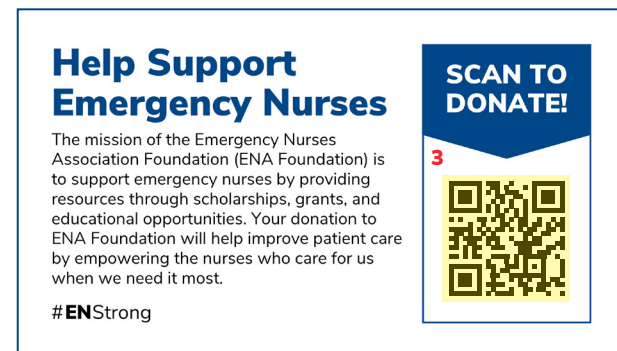
BUSINESS CARDS:

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 2026 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 | 0 – 320 |
| Tier Two | 321 – 700 |
| Tier Three | 701 – 1,500 |
| Tier Four | 1,501+ |

CRITERIA

1. Claim your 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 and secure a donation from them (10 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 your magic number of participants that can be found in the state council membership tier breakdown by state. Visit ena.org/enstrong for member breakdown by state.

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 2025 winner. The trophy will be presented at Emergency Nursing 2025.
2. One full conference registration and one digital access registration to raffle off to your ENStrong Challenge participants.
3. Team registration for 10 individuals for the EN Week Virtual 5K (Oct. 5-11).
4. 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 2025 winner. Trophy will be presented at Emergency Nursing 2025.
2. One full conference registration and two nights of hotel accommodations.
3. Free registration for the EN Week Virtual 5K (Oct. 5-11).
4. Social media announcement of winner.



STATE COUNCIL
MEMBERSHIP TIER
BREAKDOWN
BY STATE

| Current State Council Name | Membership | Magic Number | Group |
|------------------------------|------------|--------------|--------|
| California State Council | 4,342 | 43 | Large |
| Texas State Council | 4,280 | 43 | Large |
| Florida State Council | 2,254 | 22 | Large |
| New York State Council | 2,015 | 20 | Large |
| Pennsylvania State Council | 1,621 | 16 | Large |
| North Carolina State Council | 1,585 | 50 | Large |
| New Jersey State Council | 1,459 | 14 | Medium |
| Illinois State Council | 1,409 | 14 | Medium |
| Virginia State Council | 1,280 | 12 | Medium |
| Georgia State Council | 1,236 | 12 | Medium |
| Ohio State Council | 1,133 | 11 | Medium |
| Michigan State Council | 1,048 | 10 | Medium |
| Colorado State Council | 990 | 10 | Medium |
| Washington State Council | 936 | 9 | Medium |
| Indiana State Council | 912 | 9 | Medium |
| South Carolina State Council | 801 | 8 | Medium |
| Maryland State Council | 757 | 8 | Medium |
| Massachusetts State Council | 718 | 7 | Medium |
| Arizona State Council | 676 | 7 | Small |
| Wisconsin State Council | 669 | 7 | Small |
| Louisiana State Council | 666 | 7 | Small |
| Oregon State Council | 613 | 6 | Small |
| Tennessee State Council | 595 | 6 | Small |
| Minnesota State Council | 588 | 6 | Small |
| Missouri State Council | 578 | 6 | Small |
| International | 549 | 5 | Small |

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

EMERGENCY NURSES
ASSOCIATION FOUNDATION

ENSTRONG

Fueling the Future of Emergency Nursing

www.ena.org/foundation

ENA.Foundation@ena.org