



# Sponsorship Opportunities 2022

**NACHW**  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS

LEADERS IN  
COMMUNITY  
HEALTH

[www.nachw.org](http://www.nachw.org)

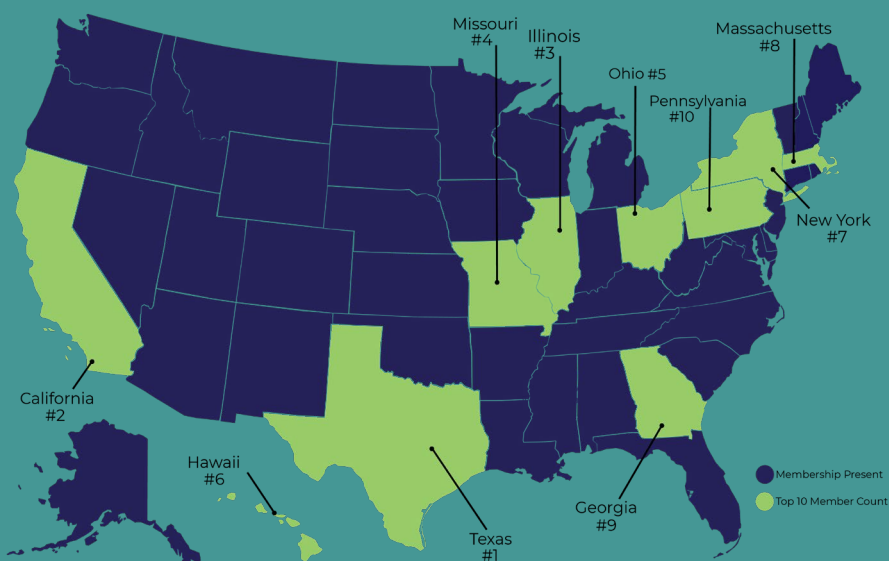
# ABOUT NACHW

Founded in April 2019 after several years of planning and organizing by CHWs and allies, NACHW is a 501(c)(3) nonprofit membership driven organization with a mission to unify Community Health Workers across geography, ethnicity, sector and experience to support communities to achieve health, equity and social justice. Community Health Worker is an umbrella term and includes community health representatives, promotores(as), peers and other workforce members who are frontline public health professionals that share life experience, trust, compassion, cultural and value alignment with the communities where they live and serve.

Our values - self-determination and self-empowerment of our workforce; integrity of character; dignity and respect for every human being, social justice, and equity to ensure fair treatment, access, opportunity and outcomes for all individuals and communities - guide our work. They are north stars we will use to support our members, foster partnerships, advocate nationally, develop strategic objectives, and assess our impact.



NACHW is led by an Executive Director who is also a CHW and enjoys governance from a national Board of Directors. The NACHW Board of Directors is made up of 21 CHW and Ally leaders from across the United States. Board members represent 14 states, including Native American territories (Navajo Nation, Pueblo of Laguna). The Board consists of 15 Community Health Workers (CHWs), including two Community Health Representatives (CHRs) and three Promotoras. Six allies serve on the Board. There are 14 founding board members currently serving, and seven board members who have joined the board since founding.



*Top ten states of NACHW membership.*

## A NATIONAL MEMBERSHIP

NACHW is proud to have members in all 50 states, with growing membership in territories and tribal nations.

Our members work across sectors, geographies and cultures to coordinate medical, behavioral health and social need services, build community capacity, conduct research and evaluation and advocate for health equity.

# ABOUT NACHW SPONSORS

**NACHW Strategic Sponsors** recognize the unique history, experience and impact of Community Health Workers. They share common values and vision to support communities in achieving health, equity, and social justice.

Sponsorship is a mutually beneficial relationship. It confirms operational support for NACHW to achieve its **Strategic Objectives** and initiates collaborative activities to impact health equity in communities across the United States. Sponsorship activities are co-designed with NACHW to affirm authentic community engagement, amplify CHW values and roles, and drive health system transformation and equitable change.

# NACHW ANNUAL EVENTS

In 2022, NACHW will host our 3rd Annual Meeting and Unity Conference. This combined virtual event convenes national members, partners and stakeholders to celebrate and reflect on the year, receive updates on NACHW from the Executive Director and NACHW committees, hear from keynote speakers and engage in workshops from CHW and ally leaders on CHW research, policy, workforce development and health equity topics. NACHW members will also nominate new board members and receive special benefits.

For more information on the 2021 Annual Meeting and Unity Conference please visit: [www.nachwunity.org](http://www.nachwunity.org).

# STRATEGIC SPONSORSHIP

NACHW Strategic Sponsor opportunities are designed to advance CHWs in policy, workforce development or sustainability initiatives. Benefits can include the distribution of sponsor materials to members, free registration for a NACHW conference, co-creation of a webinar or CHW-themed focus group with national CHW experts or data collection and analysis. These benefits are separate from the Annual Meeting and Unity conference benefits. See page 3 for details.

## STRATEGIC OBJECTIVES



Unify the CHW Profession



Preserve Workforce Integrity



Technical Assistance For Partners



National Best Practice Clearinghouse



Workforce Assessment, Research and Policy



# SPONSORSHIP OPPORTUNITIES BY STRATEGIC OBJECTIVES



## Unify the CHW Profession

CHW six pillars campaign: A collection of infographics, slides, and a brief summarizing 6 pillars of the CHW profession. Designed for NACHW members to share with employers and partners, and for advocacy with legislators. This is an opportunity for sponsors to endorse advocacy for the profession.

\$7,500

New member webinar: A quarterly webinar welcoming new members to the mission vision and strategic objectives of NACHW. This is an opportunity for sponsors to highlight their commitment to growth of national association and general support for the profession.

\$5,000

Language visuals and infographics: This is in support of language access ensuring that NACHW materials can be updated regularly in the top four languages of our membership. This is an opportunity for sponsors to highlight their commitment to cultural and linguistic access.

\$10,000

CHW network calls: These monthly calls strengthen CHW-led organizational capacity. Calls provide updates on policy, funding, advocacy, and resources. This is an opportunity for sponsors to highlight their commitment to strengthening local CHW-led networks and associations.

\$5,000



## Preserve Workforce Integrity

NACHW is developing a series of one pagers, checklists and briefs that promote the recruitment, hiring, capacity building, leadership development, and sustainability of authentic CHWs. This is an opportunity for sponsors to highlight their commitment to the unique roles, qualities, and attributes of authentic CHWs. Six months or longer commitment.

\$50,000



## Technical Assistance for Partners

The following list are examples of content or activities that sponsors may want to engage in with NACHW. Individual scopes of works and agreements/contracts will be developed as appropriate. Nine months of longer commitment.

- Topic specific reports and focus groups
- Advisories
- Topic specific webinars
- Federal and State recommendations
- CHW network capacity building
- C3 Core Competencies

\$75,000



## National Best Practice Clearinghouse

NACHW will enhance and maintain the Document Resource Center, creating a one stop searchable database with policy documents, workforce practices, and related materials for CHWs, networks, researchers, policy makers, etc. One year commitment.

\$50,000



## Workforce Assessment, Research, & Policy

These are large scale projects of one year or greater that require staff and/or consultants paid for through sponsor contracts. Examples include our current Johnson and Johnson national survey project, and our Morehouse School of Medicine environmental scan project.

\$100,000



## COVID-19 Work

These are large scale projects of one year or greater that require staff and/or consultants paid for through sponsor contracts. Examples include Morehouse NCRN, and ASTHO.

\$100,000



## 2022 Unity Conference

This two-day event is the only of its kind bringing Community Health Workers across the country together to learn, find encouragement and be reignited. At this annual meeting and conference, we connect and elevate our workforce and shape how NACHW works on behalf of CHWs.

In July 2021, NACHW more than tripled the attendance and sponsorship of our 2nd Annual Members Meeting and 2021 Unity conference. With more than 800 attendees, over 30 workshops and 70 CHW and ally speakers and panelists, events like this bring our movement together to celebrate, learn and lead. We awarded four awards to CHWs excelling in their field. Nominated by their peers, awardees were chosen for: *Care in Covid*, *Hope in Healthcare*, *Equity and Justice Visionary*, and a *Lifetime Achievement Award*.

In 2022 NACHW will host our 3rd Annual members meeting and Unity conference. Please visit our news webpage for updates and opportunities.

Visit our [Unity Website](#) to learn more about our 2021 event and [watch videos](#) of some of our many presentation.



# 2021 Unity Conference Sponsorship Levels

*For reference. 2022 Levels and Benefits May Change.*

	Annual Meeting Title	Conference Title Sponsor	NACHW Mission Builder	NACHW Unity Champion	NACHW Strategic Partner	NACHW Community Advocate	NACHW Community Supporter	Friends of NACHW	Donors of NACHW
	\$20K	\$50K	\$40K	\$30K	\$15K	\$10K	\$5K	\$2.5K	\$1K
<b>"Self-Care" Gift Box</b>	X	X	X	X	X	X	X	X	
<b>Co-Branded Items</b>	Unity T-Shirt Annual Meeting Placement	Unity T-Shirt Conference Title Placement	Unity T-Shirt Platinum Sponsor Placement	Unity T-Shirt Diamond Sponsor Placement	Unity T-Shirt Gold Sponsor Placement	Unity T-Shirt Silver Sponsor Placement	Unity T-Shirt Bronze Sponsor Placement	Unity T-Shirt Friends Sponsor Placement	Unity T-Shirt Friends Sponsor Placement
<b>Website</b>	Logo Blurb Site Link	Logo Blurb Site Link	Logo Blurb Site Link	Logo Blurb Site Link	Logo Blurb Site Link	Logo Blurb Site Link	Logo Blurb Site Link	Logos on carousel	Logos on carousel
<b>Event Presentation</b>	Co-brand	Co-brand	Placement	Placement	Recognition	Recognition	Recognition		
<b>Social Media</b>	1 Sponsor spotlight posts	2 Sponsor spotlight posts	2 Sponsor spotlight posts	2 Sponsor spotlight posts	1 Sponsor spotlight posts	1 Sponsor spotlight posts	1 Sponsor spotlight posts	Day of Events Recognition	Day of Events Recognition
<b>Special Activity</b>	Board of Directors Induction Ceremony	Naming Virtual Networking Space - SLACK Access up to 30 days post conference	CHW Hear My Story Documentary *If multiple sponsors: 5 stories per sponsor	Language Support *If multiple sponsors: - Spanish - ASL - additional language (s) TBD					

## WE WANT TO HEAR FROM YOU!

Use our [Connect page](#) to share events and resources, ask questions and submit partnership ideas!

Like our Social Media pages ([Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#)).