The following is a template email text that may be helpful if you wish to contact organisations in your network to encourage them to accept the Nightingale Challenge.

Dear RECIPIENT NAME

I am writing to invite INSTITUTION NAME to be one of the leading hospitals for REGION/COUNTRY for the Nightingale Challenge in 2020.

ABOUT YOU/YOUR NETWORK.

Following the recent announcement by the World Health Organization of 2020 as 'The Year of the Nurse and Midwife', the Nightingale Challenge has been launched to give healthcare institutions an opportunity to respond to this landmark event. The campaign is seeking at least 1,000 health employers to run leadership, management and development programmes for cohorts of their young nursing and midwifery staff during 2020: benefitting 20,000 young nurses and midwives globally during the year. You can find out more at https://www.nursingnow.org/nightingale/

Enrollment formally opened on 28th June 2019, and a number of prestigious institutions have already accepted the challenge: from Guys and St Thomas Hospital in London, to Mulago Hospital in Uganda, to the Narayana Health Group in India.

As a leading health employer in REGION/COUNTRY, I thought that the vision and values of the Nightingale Challenge would align well with INSTITUTION NAME. It would be an excellent way of adding to your international reputation as a good employer, as well as investor in nursing and midwifery, in particular, during a year when the two professions will be in the spotlight. The commitment is very simple: to provide development support for 20 young nurses and midwives in 2020, as described in the attached brochure, and share in global networking.

I very much hope that the INSTITUTION NAME will be involved and am happy to speak to you about the Nightingale Challenge or connect you with the Nursing Now team who are organising this global initiative.

Yours sincerely,

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