

# Nursing Essentials Pocket Guide 2023/24

## Sponsorship Proposal

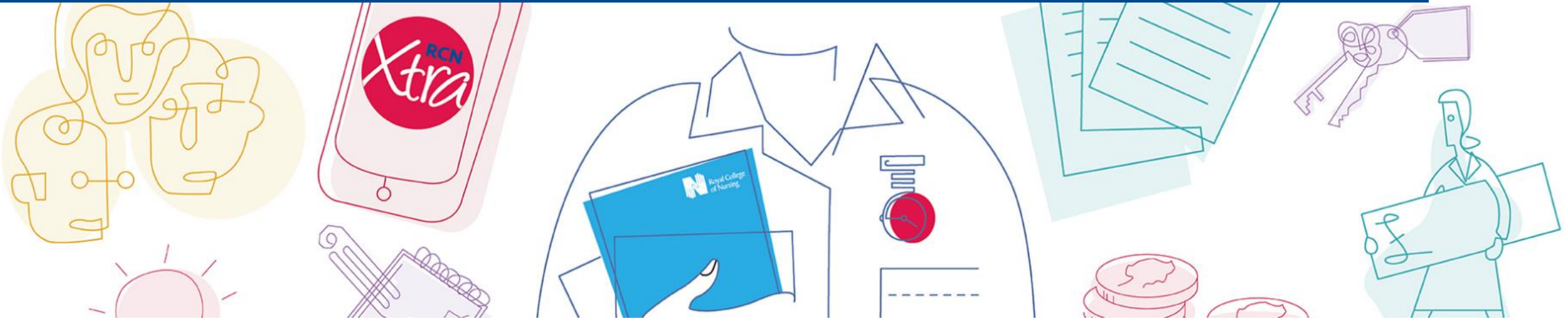




- With **over half a million members**, the RCN is the **largest professional organisation and union in the world** representing nurses and nursing, promoting excellence in practice and shaping health policy. The RCN is uniquely known as the ‘voice of nursing’ by both the government and public.
- **Over 60% of the UK nursing workforce** are members.
- For over a century, the RCN has **pioneered professional standards** for nurses and midwives in their education, practice and working conditions.
- The RCN has received a number of prestigious accolades as an employer, including **gold standard accreditation** from *Investors in People*.

## Student Members

- The RCN counts **35,500 students** amongst its members.
- During Autumn and Spring, the RCN actively recruits new student nurses and midwives through national recruitment events.
- On registering with the RCN, each new member receives a suite of educational and promotional materials. The RCN Nursing Essentials Pocket Guide is our key educational recruitment incentive.
- The Pocket Guide is made up of approximately 21 double-sided hand held reference cards.
- These cards are made to be worn or carried on every shift, and contains accessible information on a wide range of key nursing subject areas.



The Pocket Guide provides top line, easy-to-read information, to help inform care at the point of contact. They act as a useful guide and prompt for nursing and midwifery teams, and support the delivery of quality patient care.

The 2023/24 Pocket Guide will be reviewed to ensure factual accuracy. Some new cards are anticipated, dedicated to therapeutic relationships and trauma informed care.

The RCN is looking to collaborate with up to two supporters in the development of clinical content and strengthen the messaging to nursing teams. The sponsorship will help to offset the edit, design and print costs and help bring the resource to fruition.

All funding secured will contribute to the cost of design and production of 10,000 copies of the Pocket Guide. The costs for attending the national events and disseminating the Pocket Guide across the UK, will be paid for by the RCN.

## Testimonials from RCN nurses:

*“I find the crib cards extremely helpful and relevant to nursing.”*

*“The crib cards are very handy, perfect pocket size and would have been an item I would have purchased before placement.”*

*“Crib cards are brilliant for students on placement. Mine are always in my pocket.”*



## Branding:

- Company logo on front cover of the guide.
- Sentence acknowledging your support on the back cover of the guide.

## Dissemination and Marketing\*

- During Autumn 2023 and Spring 2024 the Pocket Guide will be disseminated across **over 100 UK wide student events**.
- The RCN's attendance at these events will be advertised through social media and email.
- There is potential for social media competition to drive visibility of RCN and Pocket Guide (pending funding of prizes).
- Any remaining copies will also be made freely available for the recruitment of Full Nursing Members during our national campaign activities.

## Web advertising

- Banner and/or mid-page unit advertising on a suite of student-related web-pages – including the RCN Library, student membership and professional development pages (circa 20,500 unique page views per month).

## Reporting:

- A comprehensive dissemination and web advertising report, plus a minimum of 20 hard copies of the Pocket Guide.

## We are currently working towards the following timeframes:

Content sent to design	01 April 2023
1st internal proofing	12 June 2023
2nd internal proofing	07 July 2023
Final Sponsor proofing	10 July 2023
Send to Print	17 July 2023

\*Please note dissemination and marketing plans are subject to change.

We are seeking two equal sponsor contributions of

**£5,000 (+VAT)**

to help deliver this valuable tool.

To discuss how your organisation can support the  
**Nursing Essentials Pocket Guide** please contact:

**Matthew Bates**

Business Development and Partnerships Executive

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**0207 647 3415**

**PLEASE NOTE:**

Timelines and specific content is subject to change as the project is executed.

The RCN will have full independence and editorial control in the development of the resource and all intellectual property shall be owned exclusively by the RCN. Sponsors will be offered an opportunity to review the materials prior to publication.

The RCN may consider sponsorship from more than one company. In the interest of fairness the overall cost of sponsorship and benefits will be shared equally where more than one company is involved.

All event activity that forms part of the proposed dissemination strategy cannot be guaranteed at the time of writing this proposal.

