



Benefit Event Toolkit

THANK YOU for expressing interest in supporting the Dr. Lorna Breen Heroes' Foundation! We are heartened by your passion and commitment to engage friends, colleagues, and family in support of this vital work. Your effort is a direct catalyst for our shared vision of a world where seeking mental health services is universally viewed as a symbol of strength among healthcare professionals.

Here are some tools to promote your event and leverage the Foundation's network:

- 1. Craft a concise and compelling paragraph that describes your event**
 - a. Your own personal story and reason for commitment to clinician well-being
 - b. Overall vision - what do you hope to accomplish by hosting this event?
 - c. Call to action - how can people engage and support?
 - d. Operational details (e.g. date, time, registration instructions)

- 2. Share the above paragraph with our team. Shelley Ellis (shelley@drbreenheroes.org) will serve as your primary contact. We can then discuss options for specific communications tools that the Foundation has available, including but not limited to:**
 - a. A customized "text-to-give" code. Our general code 'LORNABREEN' works for donations to the Foundation. We can create a similar code for use specifically with your event.
 - b. A customized event fundraising page. This page can include your event description, a total fundraising goal, and progress bar. [Here is a recent example.](#)
 - c. A promotional email newsletter - this, along with regular social media promotion, is our recommended option if you are working to solicit direct participation in your event.
 - d. Social media promotion. Our team will work with you to leverage photos, key event language, and other resources on Foundation social media accounts.

- 3. Include key messaging about the Dr. Lorna Breen Heroes' Foundation in your own promotions.**
 - a. ["We Hope You'll Join Us"](#) - our Foundation's overview film
 - b. Our [branding guide](#) and [main logo files](#)
 - c. Our Foundation's overall [case statement and story](#)
 - d. Mission, vision, and key language on our ["About the Foundation"](#) webpage and below:

Again, thank you for your invaluable support in safeguarding the well-being of our healthcare workforce. We appreciate you!

The Dr. Lorna Breen Heroes' Foundation is a 501(c)3 nonprofit organization dedicated to reducing burnout of healthcare professionals and safeguarding their well-being and job satisfaction. We envision a world where seeking mental health services is universally viewed as a sign of strength for health workers. Dr. Lorna Breen spent her entire career practicing emergency medicine at the New York Presbyterian Hospital in Manhattan. She was dedicated to her service as a physician. In April 2020, while working on the frontline of the COVID-19 pandemic, she died by suicide. With no known history of depression or mental illness, Dr. Breen went from treating pandemic victims to becoming a casualty of a healthcare industry ill-equipped to take care of its own. Now bearing her name, the Dr. Lorna Breen Heroes' Foundation has become the national voice to protect the well-being of America's healthcare workforce—and to prevent future losses of our healthcare workforce.