

Chapter Ballot Communication Plan

The chapter ballot is an integral part of the chapter's governance process and we're here to help guide you through the overall timeline associated with the ballot as well as provide some templated communications you can use in getting the word out to your members to encourage them to vote.

General Timeline Related to Ballots

December

Chapters use their communications (newsletters, social media, etc.) to remind their membership that the chapter ballot is coming soon. Sample message that could be used:

"Action Required: Your Voice, Your Leadership—It's Time to Vote!"

Once a year, every HFMA chapter counts on its members to shape the future by voting on the upcoming leadership roster. This is your chance to have a direct impact on the direction of your chapter.

Be on the lookout for an email from your chapter to cast your vote starting in January. Every vote is important as the chapter needs to have a quorum of members vote to elect the new slate of Chapter Leaders.

Spread the word—encourage your fellow members to participate!"

- HFMA Enterprise Team posts message on Enterprise web page (enterprise contacts and members have access to this page) setting the stage for the chapter ballot emails that are forthcoming.

Before January 15

Chapters finalize ballots and submit Chapter Ballot survey request (if requesting HFMA Volunteer Experience Team to help with setup).

December/January

HFMA Volunteer Experience Team receives ballot setup requests and sets up chapter ballot surveys as requested by chapters.

December-February

- HFMA Volunteer Experience Team sends out ballot emails from Cvent to chapter membership and provides continual updates to chapter leadership (whoever requested the ballot setup) on progress towards quorum. Volunteer Experience team sends voting reminder on a weekly basis unless otherwise specified by the chapter. Volunteer Experience team notifies Enterprise team as chapter ballots go out so applicable organizations can be notified.
- Chapters engage their board and any other applicable chapter members to get out the vote! A best practice is for chapter leaders/members from organizations with many members to send out a personalized email to their colleagues with the voting link. To identify members from a certain organization, simply pull the Chapter Member Roster (in the Chapter Portal) and filter by organization

January-February

- Chapters use their social media platforms to promote the chapter ballot voting survey.
- As needed, chapters reach out to the HFMA Enterprise Team (esmember@hfma.org) for assistance in reaching enterprise organizations. Chapters provide any specific messaging to provide to organizations.

Chapter Ballot Communications Templates

1. Main Email Template

Subject: Your Voice Counts — Vote in the HFMA <CHAPTER NAME> <ELECTION YEAR> Leadership Election

Alternative: It's Time to Vote: Help Shape the Future of the <CHAPTER NAME> HFMA Chapter

Dear <FIRST NAME>,

Your voice matters in shaping the future of the <CHAPTER NAME> HFMA Chapter. It's time for our annual Leadership and Board election, and your participation is essential in helping guide the direction of our chapter for <ELECTION YEAR>—<ELECTION YEAR+1>.

The slate of nominees has been thoughtfully prepared and recommended by Chapter Leadership. We encourage you to review the candidates and cast your vote. You may vote in favor of the entire slate, vote individually, or write in alternative candidates if you wish.

Voting is quick and easy—it takes only a few minutes, but your impact lasts all year.

[Vote Now] (<BALLOT LINK>)

Best regards,
<CHAPTER NAME> HFMA Chapter Leadership

2. Reminder Email Templates

Reminder #1 — Mid-Election Period

Subject: Friendly Reminder: Cast Your Vote for HFMA <CHAPTER NAME> Leadership

Hi <FIRST NAME>,

Just a reminder that voting is open for the <CHAPTER NAME> <ELECTION YEAR> Leadership election. Your participation helps ensure a strong, representative chapter.

[Vote Now] (<BALLOT LINK>)

Reminder #2 — Final Reminder

Subject: Last Chance: Vote in the HFMA <CHAPTER NAME> Leadership Election

Hi <FIRST NAME>,

There's still time to cast your vote—but the deadline is approaching.

[Vote Now] (<BALLOT LINK>)

Social Posts for Chapters (LinkedIn)

Post #1

It's time to vote! The <CHAPTER NAME> <ELECTION YEAR> Leadership election is now open.

Vote here: <BALLOT LINK>

#HFMA #HealthcareFinance

Post #2

Your voice counts. Take a moment to vote in the <CHAPTER NAME> election.

Cast your ballot: <BALLOT LINK>
#HFMA #HealthcareFinance

Post #3

Last chance to vote in the <CHAPTER NAME> election!
Vote now: <BALLOT LINK>
#HFMA #HealthcareFinance

Social Posts for Nominees (LinkedIn)

Nominee Post #1

I'm honored to be nominated for the <LEADERSHIP ROLE> in the <CHAPTER NAME> HFMA Chapter.
Please take a moment to vote: <BALLOT LINK>
#HFMA #HealthcareFinance

Nominee Post #2

Serving the healthcare finance community is important to me.
Cast your vote: <BALLOT LINK>
#HFMA #HealthcareFinance

Nominee Post #3

I appreciate the opportunity to be part of this year's <CHAPTER NAME> HFMA leadership slate.
Vote here: <BALLOT LINK>
#HFMA #HealthcareFinance