

Program Certification Marketing Toolkit



Congratulations on becoming an AACVPR Certified Program!

This toolkit is designed to give you resources and creative ideas for promoting the good news at your facility and in your community. If you have any questions about the toolkit, please contact Haley Carson at hcarson@aacvpr.org. If you have questions or concerns about your certification, contact certification@aacvpr.org.

AACVPR Program Directory

If you haven't already, please add your facility and primary contact information to the [AACVPR Program Directory](#). You will then receive a listing of all the programs and contacts in your state, which you can use to search for programs near you — including the option to sort by area of interest. If you have any questions or concerns regarding the Program Directory, contact the AACVPR certification team at certification@aacvpr.org.

Graphics

Use these graphics on social media, in emails, on your website, or anywhere you want to share the news of your program's certification. These can also be added to flyers for bulletin boards or placed in printed ads to promote your program.

Click to download

- [Facebook cover photo](#)
- [Twitter header photo](#)
- [Website banner](#)

Logos

Download any of the below folders to access AACVPR Certified Program logos. Logos are available in color, black and white, and reverse (all white). Please note that PNG and JPG files are best for online use. If you need a high resolution file for print (such as EPS or PDF), please contact hcarson@aacvpr.org with your request.

Click to download

- Color logo
 - [PNG](#)
 - [JPG](#)
- Black logo
 - [PNG](#)
 - [JPG](#)
- White logo
 - [PNG](#)

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Pass-along Email Template

Use this template to announce your certification in an email to administrators, colleagues, friends or other facilities. AACVPR also encourages you to use this as an opportunity to share why AACVPR Program Certification is an important step in improving patient care.

[Click to download](#)

Sample Social Media Posts

Before you start posting, be sure to follow AACVPR on [Facebook](#), [LinkedIn](#), and [Twitter](#)! Copy and paste these posts into each platform – be sure to personalize it by editing the highlighted text.

Facebook and LinkedIn

- We're so excited to announce that our <cardiovascular/pulmonary> rehabilitation program was recently certified by the American Association of Cardiovascular and Pulmonary Rehabilitation (@AACVPR)! Read about our certification here: <link to press release or program web page>
- Please join us in congratulating our amazing <cardiovascular/pulmonary> rehabilitation program team on their recent certification by @AACVPR ❤️ 🙌 <insert social media graphic>
- Big news! Our <cardiovascular/pulmonary> rehabilitation program is now @AACVPR Certified! This is a huge accomplishment and a testament to our efforts in providing high quality patient care & services 🎉 #certified Read about our certification here: <link to press release or program web page>
- Becoming an @AACVPR Certified Program was no easy task, but our patients are worth it! If you're interested in learning about this process and applying for certification, click here: <http://www.aacvpr.org/program-certification>.

Twitter

- Time to celebrate! 🎉 Our <cardiovascular/pulmonary> rehabilitation program was recently certified by @AACVPR, and we couldn't be prouder. Congratulations to our amazing team! 🙌 <insert social graphic>
- Today is a great day because today we get to announce that our <cardiovascular/pulmonary> rehabilitation program has been certified by @AACVPR! 🎉 Read all about it here: <link to press release or program web page>
- We know how dedicated our <cardiovascular/pulmonary> rehab program is to providing high quality patient care & services, but now it's official! We are an @AACVPR Certified Program! ❤️ This is an intensive process & we are so proud of our team for all of their accomplishments <insert social graphic>

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Press Release Template

This template is a guide to drafting a news/press release for local media outlets. Any press release that mentions AACVPR Program Certification must include the AACVPR Boilerplate and be reviewed by AACVPR staff prior to distribution. You may send press releases to Haley Carson at hcarson@aacvpr.org. Please allow for one business day to review.

[Click to download](#)

AACVPR Boilerplate

Founded in 1985, the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) is a multidisciplinary organization dedicated to the mission of reducing morbidity, mortality and disability from cardiovascular and pulmonary disease through education, prevention, rehabilitation, research and disease management. Central to the core mission is improving the quality of life for patients and their families. Learn more about AACVPR at www.AACVPR.org.

[Click to download](#)

Just for Fun

All AACVPR-certified programs are sent a certificate of accreditation. Here are some fun ways to display that certificate in your facility:

- Hang your certificate in a nice frame in the front entrance, lobby or waiting area of your program's facility. Don't hide it in an administrative office or staff room – it deserves to be seen!
- Place your certificate in the front of a shadow box, then add mementos and items that celebrate your program's success. Some examples include thank-you letters from patients, articles about your program in the local newspaper, photos of your staff or patients, etc.
- Pin your framed certificate to a bulletin board, then ask patients and staff to stick notes around it that explain their favorite thing about your program and what makes it exceptional enough to be AACVPR certified.