



# National Cleaning Week

## ISSA Promotional Partner Toolkit



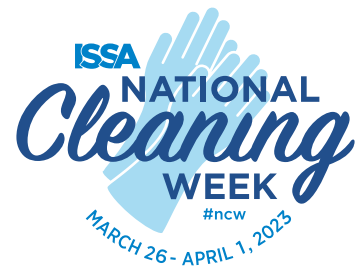
### Thank you for partnering with ISSA to promote and celebrate National Cleaning Week!

National Cleaning Week (NCW) is March 26-April 1, 2023. The week represents a unique opportunity to celebrate the value of clean, honor essential front line cleaning industry professionals, and raise public awareness of what your industry is doing to create healthy environments for workers and customers.

This toolkit includes resources to help you spread the word about National Cleaning Week:

- NCW Logos and other Promotional Imagery
- Sample Social Media Posts for LinkedIn, Facebook, and Twitter
- Sample Newsletter Copy
- Template for National Cleaning Week Proclamation
- Sample National Cleaning Week Proclamation

NCW Logo



NCW Partner Logo





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### Promotional Imagery for Your Campaigns

Download NCW logos and other imagery for your promotional use via DropBox [here](#).

### Sample Newsletter Copy

*(Add the NCW logo and the sample copy below to your newsletter, website, or other promotions)*

**(Insert Association)** has joined ISSA, the worldwide cleaning industry association, in celebrating National Cleaning Week, March 26-April 1, 2023. The week represents a unique opportunity to celebrate the value of clean, honor fellow cleaning industry professionals, and raise public awareness to the industry's commitment to maintaining healthy environments for workers and customers.

We encourage you to recognize your own cleaning professionals and your company's commitment to safe and healthy spaces. Take a picture of your crew celebrating, and share it on social media using #NCW.

Find out more at [www.issa.com/ncw](http://www.issa.com/ncw)

Together, let's celebrate and highlight the important role the cleaning industry plays in keeping people safe and healthy.

### Sample Social Media Posts

Use the NCW logos and other imagery to pair with social media posts.

[@ISSA](#)-The Worldwide Cleaning Industry Association on LinkedIn and Facebook  
[@issaworldwide](#) on Twitter and Instagram

You can easily share content posts directly from the ISSA social media pages throughout February and March

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)



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Timing	Facebook/LinkedIn	Twitter
As soon as you get this toolkit	<p>About 40% of employees globally often worry about becoming ill due to poor hygiene. Cleanliness is more important than ever, and we are excited to highlight our industry’s commitment to cleanliness. We look forward to celebrating National Cleaning Week March 26-April 1! Learn more at <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>About 40% of employees globally often worry about becoming ill due to poor hygiene. We are excited to highlight our industry’s commitment to cleanliness. Join us in celebrating National Cleaning Week March 26-April 1! Learn more at <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide</p>
Any time before March 13	<p>Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization’s dedication to cleanliness during the upcoming National Cleaning Week (March 26-April 1): <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization’s dedication to cleanliness during the upcoming National Cleaning Week (March 26-April 1): <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide</p>
Any time before March 13	<p>Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us in promoting National Cleaning Week March 26-April 1. Learn more at <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us in promoting National Cleaning Week March 26-April 1. Learn more at <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide</p>



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Timing	Facebook/LinkedIn	Twitter
Week of March 13	<p>Cleanliness is essential for maintaining healthy and safe (insert industry i.e. hotels, schools, restaurants,etc). From March 26-April 1, join us in bringing recognition to essential cleaning professionals during National Cleaning Week. Info: <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Cleanliness is essential for maintaining healthy and safe (insert industry i.e. hotels, schools, restaurants,etc). From March 26-April 1, join us in bringing recognition to essential cleaning professionals during National Cleaning Week. Info: <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide</p>
Week of March 20	<p>National Cleaning Week, a time to celebrate and honor our essential cleaning professionals, is around the corner! Learn more at <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>National Cleaning Week, a time to celebrate and honor our essential cleaning professionals, is around the corner! Learn more <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide</p>
Start of National Cleaning Week- Sun. March 26	<p>National Cleaning Week kicks off today! Share photos and anecdotes about your hardworking cleaning professionals with #NCW through April 1. <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> @ISSA-The Worldwide Cleaning Industry Association</p>	<p>National Cleaning Week kicks off today! Share photos and anecdotes about your hardworking cleaning professionals with #NCW through April 1. <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> @ISSA worldwide</p>





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Timing	Facebook/LinkedIn	Twitter
National Cleaning Week March 26-April 1	Cleaning and maintenance preserves facility assets, reducing costs and enhancing appearance. Join us in celebrating National Cleaning Week: <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	Cleaning and maintenance preserves facility assets, reducing costs and enhancing appearance. Join us in celebrating National Cleaning Week: <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide
National Cleaning Week March 26-April 1	Absenteeism from illness costs businesses billions each year. Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	Absenteeism from illness costs businesses billions each year. Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. #NCW <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> @ISSAworldwide
National Cleaning Week March 26-April 1	The majority (92%) of customers consider cleanliness an important factor when deciding whether to be a repeat customer. That's one of many reasons why the (Insert industry) is celebrating National Cleaning Week! <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	The majority (92%) of customers consider cleanliness an important factor when deciding whether to be a repeat customer. That's one of many reasons why the (insert industry) is celebrating National Cleaning Week! <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide
National Cleaning Week March 26-April 1	National Cleaning Week is coming to a close soon! Don't forget to highlight your hardworking cleaning professionals with <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	National Cleaning Week is coming to a close soon! Don't forget to highlight your hardworking cleaning professionals with <a href="http://www.issa.com/ncw">www.issa.com/ncw</a> #NCW @ISSAworldwide

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### Template for National Cleaning Week Proclamation

(Add your organization's name and logo to the proclamation and share with your employees and on your website or other promotions)

[INSERT ORGANIZATION NAME] National Cleaning Week Proclamation

WHEREAS: 2023 marks the 100th Anniversary of ISSA – The Worldwide Cleaning Industry Association; and

WHEREAS: The [insert organization name] recognizes that regular cleaning and disinfection are an investment in human health and safety;

WHEREAS: The Centers for Disease Control and Prevention stresses the importance of routine cleaning and disinfecting to protect public health;

WHEREAS: According to ISSA, the world's leading trade association for the cleaning industry, cleaned and disinfected surfaces reduce virus concentration by 41.7%; when combined with hand hygiene, this increases to 85.4%;

WHEREAS: Nearly three in five are more aware of surface cleanliness when they are out in public, and over half say that they would be more likely to frequent a business if it provided evidence that their facility has been properly disinfected;

WHEREAS: Manufacturers and distributors produce and deliver crucial cleaning and hygiene products;

WHEREAS: Essential frontline cleaning professionals work tirelessly to keep our schools, hospitals, workplaces, and other spaces healthy and safe for us all; and

WHEREAS: [insert organization name] proudly support and join in this national celebration of the cleaning industry, and bring attention to the importance of ensuring clean and sanitary conditions at work, in schools, and at home; now

THEREFORE: I, [insert name], [insert title] of the [insert organization name], call upon our partners and stakeholders to recognize the value of cleaning professionals, and to promote awareness of:

NATIONAL CLEANING WEEK  
March 26 through April 1, 2023

Dated \_\_\_\_\_ (day) of \_\_\_\_\_ (month), 2023

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### Sample National Cleaning Week Proclamation

# Proclamation



## NATIONAL CLEANING WEEK

March 26-April 1, 2023

- WHEREAS:** 2023 marks the 100<sup>th</sup> Anniversary of ISSA – The Worldwide Cleaning Industry Association; and
- WHEREAS:** NORMI™, The National Organization of Remediators and Microbial Inspectors, recognizes that regular cleaning and disinfection are an investment in human health and safety;
- WHEREAS:** The Centers for Disease Control and Prevention stresses the importance of routine cleaning and disinfecting to protect public health;
- WHEREAS:** According to ISSA, the world's leading trade association for the cleaning industry, cleaned and disinfected surfaces reduce virus concentration by 41.7%; when combined with hand hygiene, this increases to 85.4%;
- WHEREAS:** Nearly three in five are more aware of surface cleanliness when they are out in public, and over half say that they would be more likely to frequent a business if it provided evidence that their facility has been properly disinfected;
- WHEREAS:** Manufacturers and distributors produce and deliver crucial cleaning and hygiene products;
- WHEREAS:** Essential frontline cleaning professionals work tirelessly to keep our schools, hospitals, workplaces, and other spaces healthy and safe for us all; and
- WHEREAS:** NORMI™ proudly support and join in this national celebration of the cleaning industry, and bring attention to the importance of ensuring clean and sanitary conditions at work, in schools, and at home; now
- THEREFORE:** I, D. Douglas Hoffman, Executive Director of NORMI™, call upon our partners and stakeholders to recognize the value of cleaning professionals, and to promote awareness of:

NATIONAL CLEANING WEEK  
March 26 through April 1, 2023

  
D. Douglas Hoffman, Executive Director of NORMI™

