



National Cleaning Week

ISSA Promotional Partner Toolkit



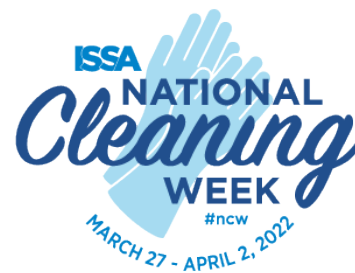
Thank you for partnering with ISSA to promote and celebrate National Cleaning Week!

National Cleaning Week (NCW) is March 27–April 2, 2022. 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

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 27–April 2, 2022. 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.

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
<p>As soon as you get this toolkit</p>	<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 27-April 2! Learn more at www.issa.com/ncw #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 27-April 2! Learn more at www.issa.com/ncw #NCW @ISSAworldwide</p>
<p>Any time before March 11</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 27-April 2): www.issa.com/ncw #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 27-April 2): www.issa.com/ncw #NCW @ISSAworldwide</p>
<p>Any time before March 11</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 27-April 2. Learn more at www.issa.com/ncw #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 27-April 2. Learn more at www.issa.com/ncw #NCW @ISSAworldwide</p>



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Timing	Facebook/LinkedIn	Twitter
Week of March 14	<p>Cleanliness is essential for maintaining healthy and safe (insert industry i.e. hotels, schools, restaurants,etc). From March 27-April 2, join us in bringing recognition to essential cleaning professionals during National Cleaning Week. Info: www.issa.com/ncw #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 27-April 2, join us in bringing recognition to essential cleaning professionals during National Cleaning Week. Info: www.issa.com/ncw #NCW @ISSAworldwide</p>
Week of March 21	<p>National Cleaning Week, a time to celebrate and honor our essential cleaning professionals, is around the corner! Learn more at www.issa.com/ncw #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 www.issa.com/ncw #NCW @ISSAworldwide</p>
Start of National Cleaning Week- Sun. March 27	<p>National Cleaning Week kicks off today! Share photos and anecdotes about your hardworking cleaning professionals with #NCW through April 2. www.issa.com/ncw @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 2. www.issa.com/ncw @ISSAworldwide</p>



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Timing	Facebook/LinkedIn	Twitter
National Cleaning Week March 27-April 2	Cleaning and maintenance preserves facility assets, reducing costs and enhancing appearance. Join us in celebrating National Cleaning Week: www.issa.com/ncw #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: www.issa.com/ncw #NCW @ISSAworldwide
National Cleaning Week March 27-April 2	Absenteeism from illness costs businesses billions each year. Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. www.issa.com/ncw #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 www.issa.com/ncw @ISSAworldwide
National Cleaning Week March 27-April 2	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! www.issa.com/ncw #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! www.issa.com/ncw #NCW @ISSAworldwide
National Cleaning Week March 27-April 2	National Cleaning Week is coming to a close soon! Don't forget to highlight your hardworking cleaning professionals with www.issa.com/ncw #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 www.issa.com/ncw #NCW @ISSAworldwide