2024 Clinical Trials Day Celebration Toolkit

Print and Digital Tools to Celebrate Clinical Trials Day and Tips for Hosting an Event in Your Workplace

The Celebration Kit Zipped Folder Contains an Assortment of Digital and Print Files

1. **Digital Files** (Emails, Websites, and Newsletters)
   a. Clinical Trials Day Logos
   b. Graphics for Email Signatures, Websites, and Newsletters (Use in internal and external communications. Please hyperlink all digital graphics to www.clinicaltrialsday.org)
   c. Webinar and Zoom Slides (Highlight Clinical Trials Day during virtual meetings. You can also project onto large screens for in-person events)

2. **In-Office Printing Files** (PDF Files are Sized for a Standard Printer)
   a. Flyers to Hang on Bulletin Boards or in Office Breakrooms (letter- and ledger-sized files included)
   b. Photo Props (Print copies for posing in selfies and group photos. Can also be printed as decor.)
   c. Selfie Signs (Print and personalize with your thoughts on what Clinical Trials Day means to you. Hold the sign in a selfie or pose with your co-workers to celebrate your contributions to research!)
   d. Muffin/Cupcake Toppers (Print and adhere to a toothpick for a festive touch for your CTD party)

3. **Professional Printing Files** (Printer-Ready Production Files)
   a. Two 2.25" Button Files and two 2" Sticker Files (Hand out to staff and patients)
      i. Upload the ai files to stickermule to produce your desired quantity (Here are the links to print buttons and print stickers)
   b. A four-foot by three-foot wall graphic file. Make a big impact by printing a removable wall graphic that staff can pose alongside in photos. Add the official Clinical Trials Day branding to your event. Ordering is easy, just upload the ai file to stickermule and enter the correct dimensions (48" x 36").
   c. If you would like to order balloons with the CTD logo, ACRP has worked with this vendor. There is a white CTD Logo in the Digital Files folder that will look great on red, orange, and yellow balloons.

Tips for Posting on Social Media

Social Media Graphics Can be Downloaded from the "Get Involved" Webpage on the Clinical Trials Day Website.

1. Be sure to **follow ACRP** on LinkedIn, Facebook, Instagram, and Twitter to see our latest content.
2. Please **tag ACRP in your posts** so we can engage with your CTD photos and messages.
3. Include the hashtags **#ClinicalTrialsDay** and **#CTD2024** to be part of this movement!
4. **Link to clinicaltrialsday.org** in your posts so your followers can access our resources and toolkits.

Clinical Trials Day is Monday, May 20. While we hope you will post on social media leading to May 20 to build excitement, please be sure to post on May 20—and afterwards! Keep the celebrations going all month!