

How To Guide: Hosting a Facility Tour

TARGET AUDIENCE:

Students, Prospective Employees

OVERVIEW:

Facility tours are a powerful way to showcase the rewarding career opportunities available in long term care. By opening your doors to students, job seekers, and community members, you provide a firsthand look at the essential roles within your facility—from nursing and therapy to dietary services, housekeeping, and activities coordination. These tours are more than just a walkthrough—they're a chance to inspire future caregivers by highlighting the real-world impact of working in long term care. Visitors gain insight into the day-to-day services your facility provides, as well as the upward mobility that careers in caring can offer.

Facility tours also inherently highlight how caregiving makes a real difference in the lives of patients and residents. Visitors witness firsthand how staff become family members to residents in their care and the impact they have on the delivery of quality care.

This guide will give you the steps and tips to make your facility tour a success.

IMPLEMENTATION PROCESS:



1. Organizing Your Facility Tour

- Put together an internal planning group to help with the planning process.
- Select a date and time.
- Identify which employee(s) will be facilitating the tour.
- Plan the tour route.
- Determine your desired audience and draft invitations.
- Prepare any visual aids or handouts that might enhance the tour experience.



2. Outreach

- Decide how you'll send invitations (email, mail, etc.).
- Send out invitations to the desired audience.
- If you are inviting media, prepare a media advisory and press release.
- Ensure that your outreach includes follow-up communication closer to the event date to confirm attendance and provide any last-minute details.



3. Scheduling

- Collect RSVPs.
- Track number of attendees and ensure appropriate accommodations, including staffing, seating, and materials.
- Send reminder emails 1–2 days before the event.



4. Execution

- Brief all participating staff on their roles and key messages.
- Assign responsibilities, such as greeting guests, managing any logistical issues, or assisting with the tour itself.
- Rehearse the tour. Ensure the tour guide is comfortable and confident with the talking points.
- Set up a registration/check-in table for guests upon arrival.
- Welcome and introduce attendees, offering any necessary orientation to the facility's policies.
- Tailor your language to the audience—avoid jargon.
- Keep the tour on schedule while covering all key areas.



5. Post-Event Follow Up

- Send a thank you follow up note to all attendees and include any helpful follow up resources and information, such as job descriptions, open positions, etc.
- Share event highlights on social media or internal newsletters to celebrate the success of the tour and continue building positive awareness.
- If media was invited, monitor any media coverage.

SAMPLE RESOURCES:

a. Sample Invite:

Subject: Explore Careers in Caring – Join Us for a Facility Tour at [Facility Name]

Dear [Recipient's Name],

Are you passionate about making a difference in the lives of others? We would like to invite you to an exclusive tour of [Facility Name], where we provide compassionate, high-quality care to our residents. Whether you're exploring a career in health care or looking for more information about opportunities in long term care, this is a great chance to learn about the rewarding work we do.

During the tour, you'll have the opportunity to:

- Explore our facility and see how we deliver top-notch care to our residents.
- Meet our compassionate staff and learn about the various career opportunities available.
- Understand the vital role our team plays in creating a warm, welcoming environment for both residents and their families.
- Get information on training and educational programs that support career growth in the sector.

Date: [Insert Date]

Time: [Insert Time]

Location: [Facility Name and Address]

Please RSVP by [RSVP Deadline Date] to [RSVP Email or Phone Number]. We look forward to showing you the rewarding career possibilities at [Facility Name] and how you can be part of our dedicated team.

b. Sample Press Release:

FOR IMMEDIATE RELEASE

[Facility Name] Opens Its Doors to Build the Next Generation of Health Care Workers

[City, State] – As part of its commitment to addressing the workforce challenges in the long term care sector, [Facility Name] invited [prospective employees, students, and community leaders] to tour the facility and learn more about career opportunities in the profession. The tour gave attendees a firsthand look at the rewarding careers available at [Facility Name] and highlighted how they can contribute to a growing and essential industry.

Attendees met with current staff, explored various job roles, and discovered the training programs available to help build a successful career in aging.

"We're excited to offer this opportunity to showcase the fulfilling careers available in the long term care community," said [Facility Administrator's Name], Administrator at [Facility Name]. "With the growing need for qualified caregivers and health care professionals, we are committed to creating pathways for new talent to join our team."

The event included an overview of available positions in nursing, therapy, and other essential roles. Participants also received information on how to get started, including training and certification programs.

[Insert a brief description of the facility, such as its size, specialties, or community impact.]

For more information about career opportunities at [Facility Name], please contact [Contact Name] at [Phone Number] or [Email Address].

c. Sample Media Advisory:

MEDIA ADVISORY

[Facility Name] to Host Facility Tour for Prospective Employees and Students – Invitation for Media Attendance

WHAT: [Facility Name] is inviting members of the media to cover a special event aimed at recruiting the next generation of caregivers. The event will give prospective employees, students, and community leaders an opportunity to tour the facility, meet with staff, and learn more about career opportunities in long term care.

WHEN: [Event Date]

TIME: [Event Time]

WHERE: [Facility Name, Address]

RSVP:

Please RSVP by [RSVP Date] to [Contact Name, Phone, and Email].

Contact:

[Your Name]

[Your Title]

[Phone Number]

[Email Address]

d. Event Day Check List:

Before the Event:

- Confirm RSVP list and prepare guest name tags.
- Set up a registration table with check-in sheets, career brochures, and event materials (agenda, facility info).
- Prepare a presentation or slideshow outlining career opportunities, training, and benefits.
- Ensure all tour guides and staff are briefed on recruitment messaging and key talking points.
- Place career brochures and flyers in high-traffic areas.
- Prepare refreshments or snacks for attendees (if applicable).
- Confirm technology (AV equipment, microphones) is working properly.
- Make sure the facility is clean, accessible, and tour-ready, with designated areas to highlight relevant job functions (e.g., nursing stations, therapy rooms).

During the Event:

- Welcome guests at registration, providing them with career materials and event agendas.
- Ensure the tour runs on time, emphasizing the roles and responsibilities of caregivers and staff.
- Have staff available to answer questions about job responsibilities, training, and career advancement opportunities.
- Set aside time for networking, where attendees can meet one-on-one with current employees and ask questions.
- Showcase training programs or career advancement options to help prospective employees understand their career path potential.
- Collect contact information from attendees interested in future job opportunities or internship programs.
- Take photos or videos for promotional use, highlighting the diverse range of careers in long term care.
 - **Tip:** Always clarify filming and photography permissions in advance. Ensure any attendee, residents, or staff who may be on camera give written consent.

FOLLOW UP:

Collecting Feedback & Thank You

- a. After the event, use a short survey asking attendees for feedback about their experience.
- b. Based on the results, identify any immediate actions you can take to improve future events (e.g., adjust tour duration, clarify information about career training programs). Additionally, determine if any attendees showed strong interest in applying for positions, and initiate personalized follow-ups to convert this interest into job applications.
- c. Follow up with any individuals who expressed interest in applying, providing them with additional details on how to get started.
- d. Send a personalized thank you to each attendee, expressing gratitude for their time and participation. Make sure to include any relevant follow-up information, such as links to job openings, training programs, or application instructions.
- e. Share event highlights on social media – promote any press coverage, photographs, and recap the event.
- f. Track new job applications and interest sparked from the event.

Congratulations, you have hosted a facility tour!

Hosting a facility tour helps tell the story of your staff, residents and community. Done right, it can build goodwill, support your recruitment goals, and strengthen relationships with your community.