



CARING
GENE[®]

Go with your heart and a career will follow.



There's something special about you. You've had it all your life, but may not even know it. You've got that innate ability to step up and help a friend, a neighbor, even a complete stranger. You have a genetic predisposition to care for others. And that natural instinct can lead to a career in long-term care as a CNA or HHA. A career where the personal rewards are great, the salary and benefits competitive, and the opportunity for growth—inspiring.

GOT THE CARING GENE®?

Find a job that
loves you back.

CaringGene.org



TV, DIGITAL MEDIA AND RADIO



PLAY :30 TV SPOT



PLAY :15 ANIMATED VIDEO



PLAY
RADIO SPOT

OUT OF HOME

GOT THE CARING GENE?

Find a job that loves you back.



CaringGene.org 

Dead-end job?

Make the switch at CaringGene.org 



OUT OF HOME

GOT THE CARING GENE?



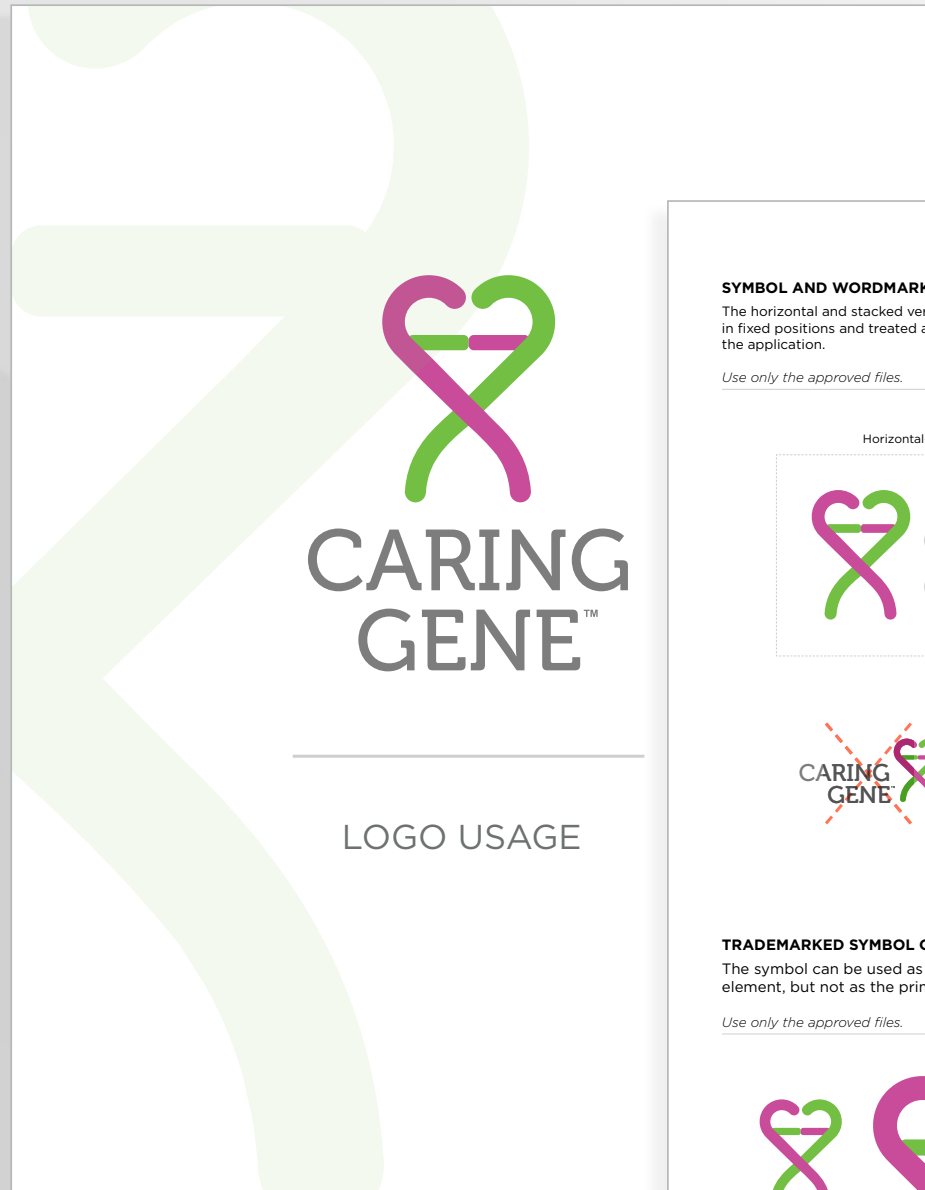
Find a job that
loves you back.



CaringGene.org



LOGO USAGE



LOGO USAGE

SYMBOL AND WORDMARK LOCK-UP

The horizontal and stacked versions are the only two acceptable configurations. The symbol and type elements are in fixed positions and treated as a single graphic element. Either version can be used, depending on which best fits the application.

Use only the approved files.

Horizontal—Left-Aligned Type



Stacked—Centered Type

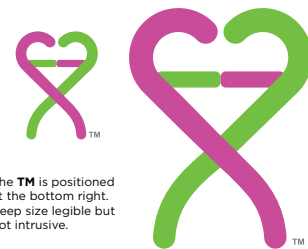


Use the height of the "C" as a measure of the minimal clear space surrounding the logo.

TRADEMARKED SYMBOL ONLY

The symbol can be used as a supportive graphic element, but not as the primary identity.

Use only the approved files.



The **TM** is positioned at the bottom right. Keep size legible but not intrusive.

TRADEMARKED WORDING IN TEXT

In typeset headline or body copy, use titlecase and TM.

Caring Gene™

~~Caring gene™~~

COLOR USAGE



Primary Colors

PANTONE 674 HEX: CC5599	PANTONE 360 HEX: 6ABF4B	PANTONE 424 HEX: 6F7271	PANTONE COOL GRAY 2 HEX: D0CFCD
R204 G85 B153	R106 G191 B75	R111 G114 B113	R208 G207 B205
C18 M80 Y5 K0	C61 M0 Y96 K0	C57 M47 Y48 K14	C18 M14 Y15 K0

Accent Colors

PANTONE 292 HEX: 55B6FF	PANTONE 3015 HEX: 005A9C
R85 G182 B255	R0 G90 B156
C55 M16 Y0 K0	C97 M69 Y10 K0

TYPESTYLE

Museo 500 from Adobe Type

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

EBOOK DOWNLOAD

A JOB THAT PAYS IN SO MANY WAYS.
Discover the benefits of working in long-term care.

DO YOU HAVE IT?

That built-in desire to want to step up and help a friend, a neighbor, or even a complete stranger?

If you do have it, you're in good company.

But maybe, like many others out there, you don't always have the opportunity to use it.

If you think you have the Caring Gene, then we've got the opportunities of a lifetime.

Opportunities that will not only satisfy your natural instinct to care for others, but to better care for yourself and your family.

**You don't need experience in healthcare...
...or a college education.**

All you need to prequalify is a high school diploma or equivalent and the necessary training and certifications, which are often provided on the job.

The personal rewards of caring.

There's nothing quite like the personal satisfaction that comes with making a difference in the lives of others. And believe us, in the field of long-term care, you will be making a difference every day. You will:

- HELP PEOPLE IN NEED
- DEVELOP LIFELONG FRIENDSHIPS
- HELP PEOPLE LIVE WITH DIGNITY
- FEEL APPRECIATED

The professional benefits of caring.

In addition to a competitive salary, training opportunities and ongoing education, most long-term care employers offer impressive benefits, including:

- PAID TIME OFF
- MEDICAL/DENTAL INSURANCE
- RETIREMENT OPTIONS
- FLEXIBLE WORK SCHEDULES

*Benefits vary by employer and position. Please inquire with your prospective employer.

What is long-term care?

Long-term care is a range of nonmedical services provided to individuals who require assistance with basic tasks of everyday life, such as bathing, grooming, medication monitoring and more, over an indefinite period of time.

Entry-level positions in the field include:

- CERTIFIED NURSE ASSISTANT
- HOME HEALTH AIDE
- PERSONAL CARE ASSISTANT

Certified Nurse Assistant

Average Starting Salary \$30,000 + Benefits

- Listen to and record patients' health concerns and report that information to nurses.
- Measure patients' vital signs, such as blood pressure and temperature.
- Help patients and residents with personal hygiene.
- Assist those with mobility issues.
- Serve meals and assist with eating.

"I used to be an EMT and I really like helping people. But the hours as a CNA are so much better."
Eddie, CNA
Buffalo, NY

"I love this job because it makes me feel appreciated in a sense I never felt before."
Jake, CNA
Syracuse, NY

"I've always been a person that loves to help others. And many of my family members were CNAs. It was just something I was destined to do."
Angie, CNA
Cooperstown, NY

CNA

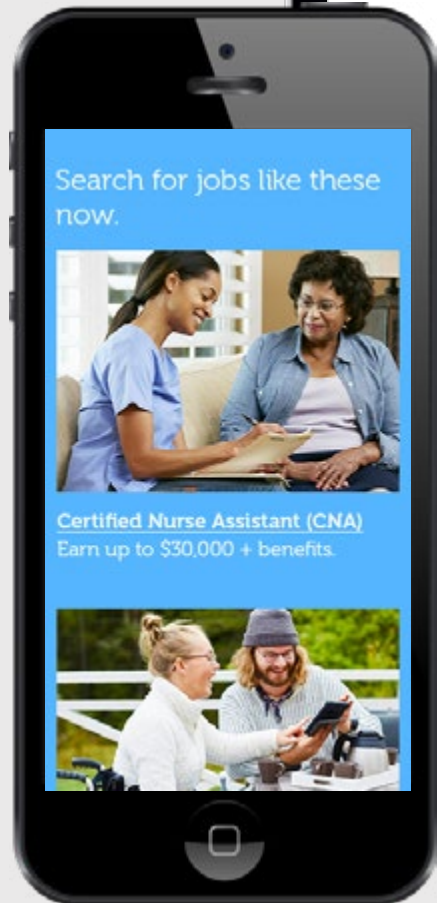
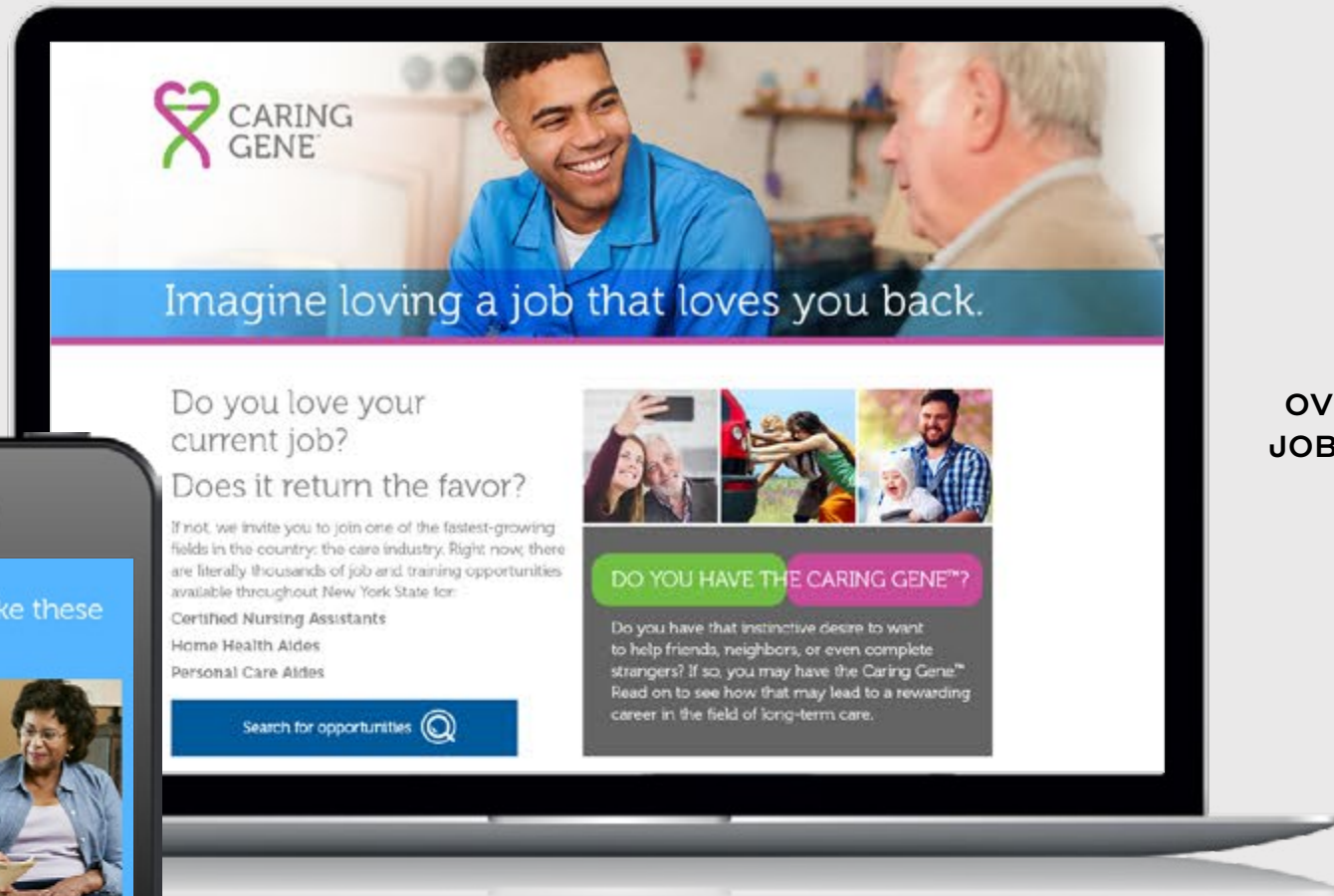
You've definitely got it. Now get the chance to use it.

Find long-term-care jobs and training near you.

Search at CaringGene.org

© 2019 Caring Gene Association

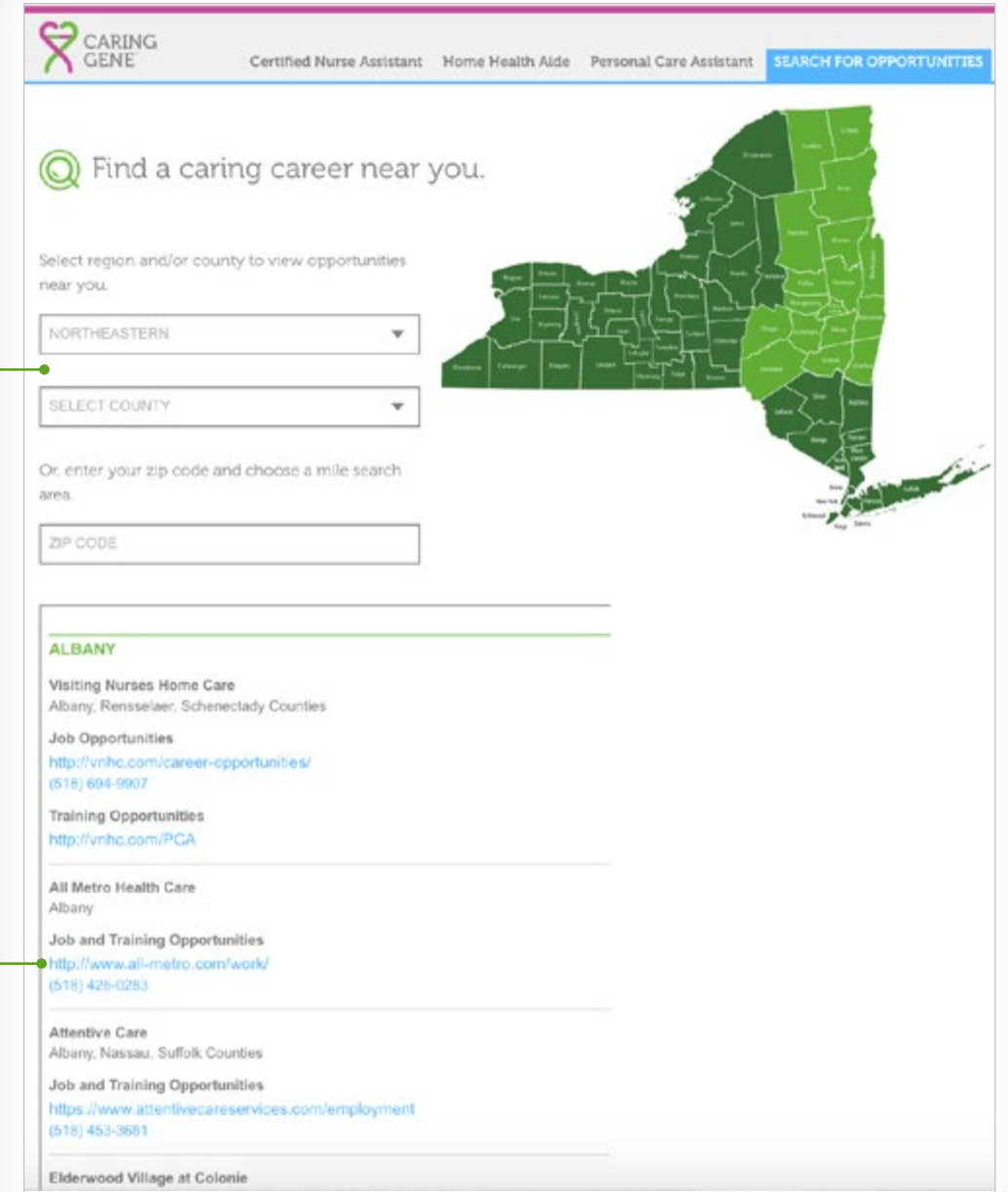
WEBSITE



MORE THAN **713,000** SITE VISITS

OVER **75,000** JOB SEARCHES


MORE THAN **28,200** CLICK-THROUGHS TO PROVIDER WEBSITES



DIGITAL ADVERTISING




Dead-end Job?


CARING GENE

MAKE THE SWITCH ▶

If you've got the Caring Gene, land the opportunity of a lifetime.



FIND A JOB NOW ▶

THE CARING GENE
If you care, you're prequalified.

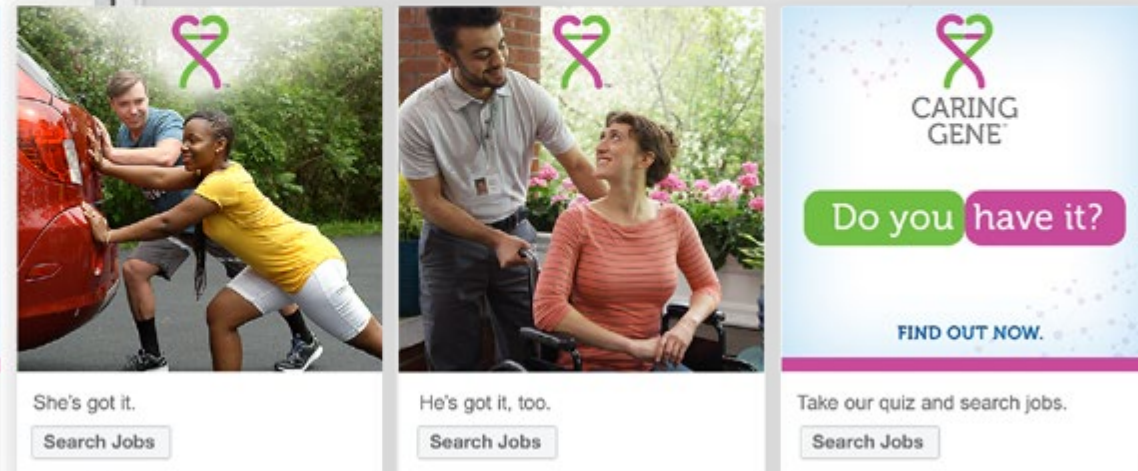
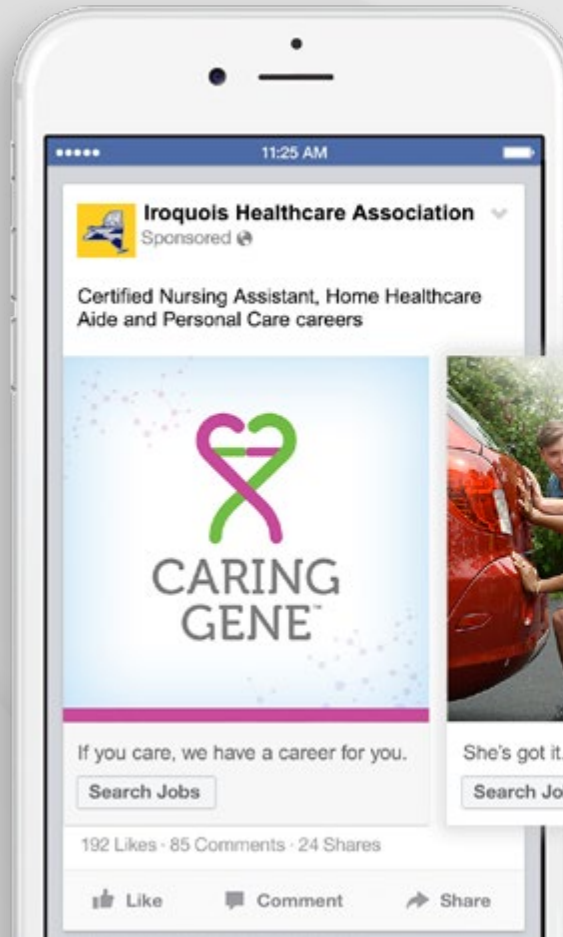
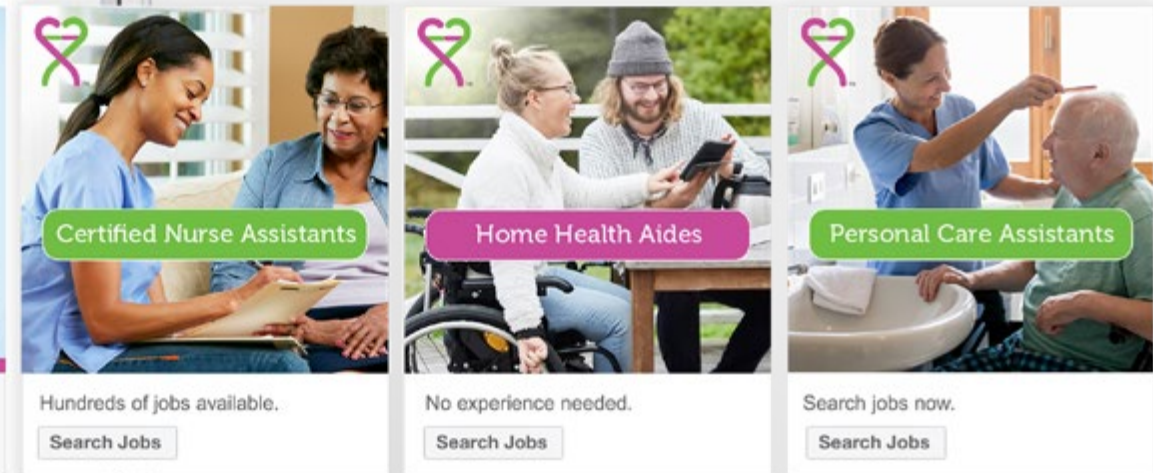
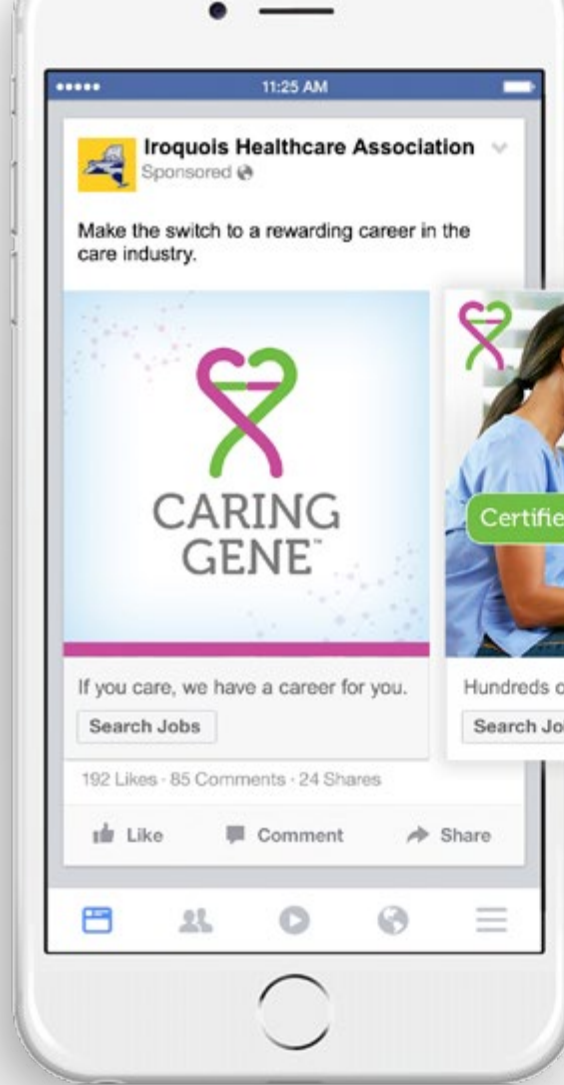


FIND A JOB NOW ▶

SOCIAL MEDIA

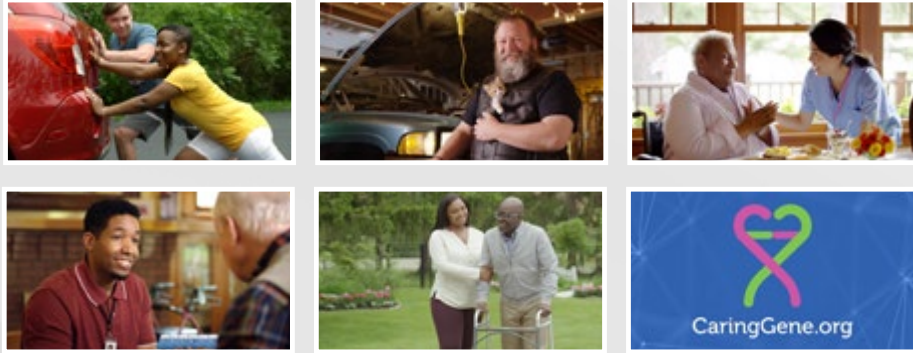
529,458

USER SESSIONS DRIVEN
BY FACEBOOK, INSTAGRAM,
YOUTUBE AND LINKEDIN

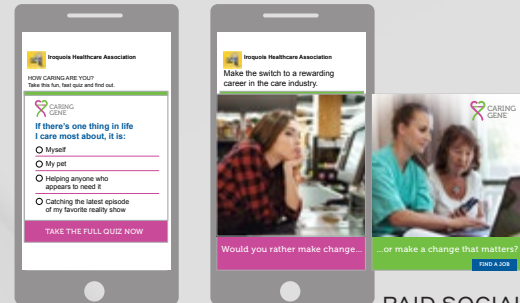


6,160 PROSPECTS
COMPLETED THE CARING
GENE QUIZ ON FACEBOOK

TV & OTT :15 & :30 | EXTENDED :53



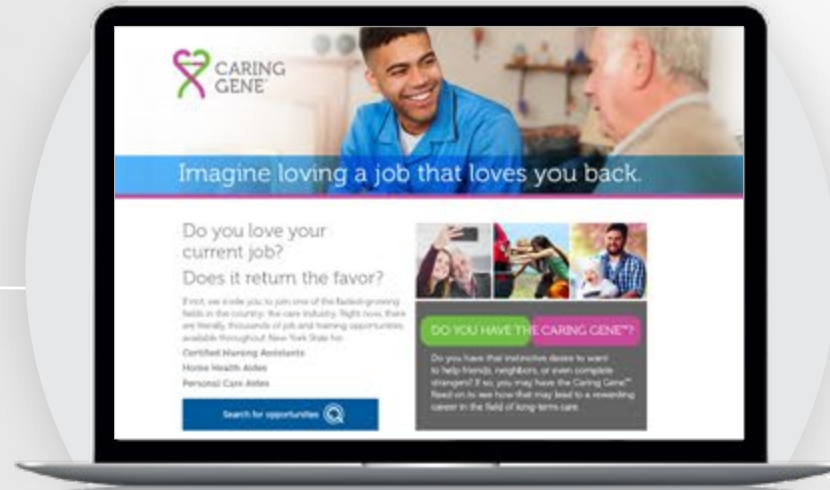
MOTION GRAPHIC :15



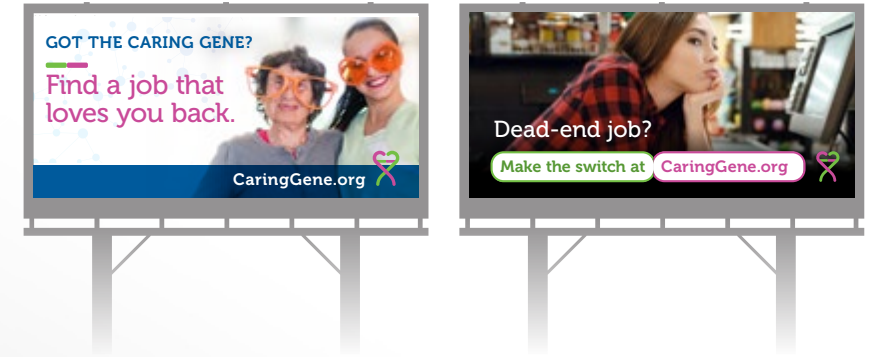
PAID SOCIAL
- Ads
- Video
- Quiz



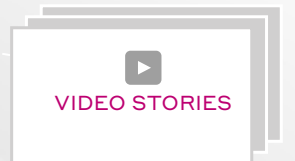
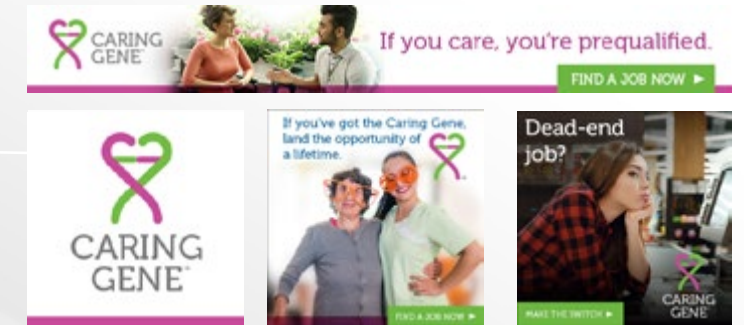
WEBSITE



OUT OF HOME



DIGITAL DISPLAY PROGRAMMATIC ADS



BRANDED SWAG



FILTERED EMPLOYER SEARCH



CAREERS INFORMATION



PDF DOWNLOAD:
Long-term Care
Careers Brochure