Marketing Your AT Reuse Program

Presenters:
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Wednesday, July 11, 2018, 3:00 PM EDT

AT3 Center - www.AT3center.net
Pass It On Center - www.passitoncenter.org
Today’s Webinar is presented by the AT3 Reuse Community of Practice (CoP).

- The Reuse CoP focuses on practices and problem solving in device repair, redistribution, and recycling (both reassignment and open-ended loan) and device exchange by developing resources and addressing reuse policy issues.

- To join this or another CoP, contact Crystal Bauer at crystal.bauer@ataporg.org.
This webinar is designed to assist you in enhancing your Assistive Technology (AT) Reuse Program through strategic marketing planning to:

- Connect with individuals in need of reused AT

- Connect with a wider range of individuals who will support program sustainability through:
  - Donations of equipment
  - Donations of money
  - Volunteering services

- A strategic marketing plan maximizes limited resources while increasing opportunities to enhance program outreach and focus on sustainability and continuity of operations.
Begin with the end in mind!
Developing a Plan

Set Your Goal
- What are your Program’s Mission & Objectives?

Analyze Your Current Situation
- What are your Current Ideas?

Marketing Strategy
- Do you have a Marketing Objective or Strategy?
  - Forecast your expected Results

Allocate Resources
- What is your Budget?
- What is your Action Plan, Timeline, Due Date? Stick to it!
Identify Key Issues

What are the key issues that should be addressed in marketing planning?

✓ Where are we now?
✓ How did we get here?
✓ Where are we heading?
✓ Where would we like to be?
✓ How do we get there?
✓ Are we on course?
A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities.

A marketing strategy should be centered around the concept that customer satisfaction is the main goal.
Finding Your Target Audience

- Gather a good team of people:
  - AT Act Program administration and staff, consumers
  - Supporting organizations (your network, non-profits)

- Brainstorm target audience and initial methods.
  - Materials dissemination (list), State Licensing Board (i.e., OTs, PTs, SLPs), PSAs, word of mouth, public access TV, request web-sites added to existing sites, request organization/vendor newsletters include reuse project information, TV, newspapers and radio, conferences
Finding and Reaching Your Target Audiences

- Create a brainstorm mailing list to help target your audience.
  - Higher Ed disability coordinators
  - Centers for Independent Living
  - Faith Groups
  - OT's, PTs, SLPs
  - Universities
  - Libraries (Higher Ed and Public)
  - Hospice
  - Disability Organizations (various disabilities, brain injury associations, etc.)
  - Disability Rights Councils
  - Statewide Independent Living Council
  - Vendors and Manufacturers (DME, vehicles, etc.)

- Hospitals
- Nursing Homes, Assisted Living, Retirement Communities
- Area Agencies on Aging (AAAs)
- Department of Health
- Disability Sports Organizations
- Disability Recreation Organizations
- Fraternal Organizations (Moose, Elks, Eagles, Masons, Shriners)
- Rotary International
- Social Workers
- American Legion
- VA, Paralyzed Veterans Association
- Funeral Homes

*Initial list provided by the Vermont AT Program*
Marketing Strategies: Questions to Consider

- Know your targeted audience:
  - What do you have to offer?
  - What are the benefits for them?
  - How can they help you?
    - Volunteers?
  - Be specific with your requests and needs.
Marketing Strategies: Networking

- Network with those that share a common vision.
  - Be visible and ready to get involved.
  - Be a Partner: Serve on Advisory Boards, Councils, etc.
Know your assets and limitations:

- Manpower/staff available
- Budget
- Available resources

Are your materials and websites accessible?
Free air time

- Radio and television stations are licensed by the federal government to use the airwaves, which are public property, and should serve the public.
- They must demonstrate that they do so to renew their licenses. One way they do this is by providing a limited number of free public service announcements (PSAs).
- PSA “spots” may be 15 or 30 seconds and are aired in unsold commercial slots.
Free Print Space

- Submit notices to newspapers or other publications that have weekly calendars of events.
- Consider this for fundraising announcements and events with no charge.
- **Tip!** Be timely. Include deadlines and other requirements. Don't forget to include the name of your program, purpose of your event, day, date, time, cost, phone number and email address of a contact who can answer questions.
- Be brief, but thorough!
Send a press release to local media in advance of major events.
  - Provide specifics about the event and appropriate contact information.
  - If it's a recurring event, include a photo from the last time.
  - Invite the publication to send a reporter and/or photographer.

Send press releases when:
  - Your program receives honors
  - When it starts a new service or expands
  - When it gets new directors or board members.

Tip! When positive press coverage occurs, repurpose it! Send it as a hard copy with an accompanying letter to your key contacts (top donors, city council members, business and civic leaders, etc.).
Write an Op-Ed Article

- The opinion page, opposite the editorial page in most newspapers, is commonly overlooked as a marketing tool.

- This space has the potential to provide your nonprofit organization with four to six publicity articles each year (under 700 words).
Creative Solutions and Tips: Newsletters

- Reach out to your partnering organizations, hospitals, suppliers, etc.
- Submit a success story about equipment reuse.
- Tip! Tie the story to the audience for that newsletter so it's relatable content.
HARAMBEE
"It's Not Impossible"

HAIR ACCESSIBILITY
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Welcome

AT3 is your one-stop connection to information about the Assistive Technology Act, State Assistive Technology Programs, and general assistive technology.

The purpose of the AT3 Center is to provide training and technical assistance for all AT Act Section 4 State and Territory Assistive Technology Programs and to support a national Internet site that makes general AT information available to the public and other stakeholders. Check back frequently as more information is continually added to the website.

Program Highlights:

A family visited the Illinois State AT Program (AT3) in hope of finding switch activated toys that would interest their son. After several attempts, a staff member brought him the Texture Carousel Busy Box (shown in the photo). He laughed out loud every time he activated the toy. He seemed to love the texture, feeling the vibration and hearing the sound. The family benefited from the demonstration and was able to borrow the device for a longer trial period before purchasing one of their own.
Creative Solutions and Tips: No & Low Cost Strategies

Social media
- Find where your target customers are and participate!
- You may need to use different tools to reach contributors, equipment donors and prospective customers.

Blogs
- Consider local and industry blogs and forums.

Tip! Network with other businesses online.
- "Likes"
- Leave comments.
Creative Solutions and Tips: Use your website

- Keep it simple!
- Communicate basic information about your program on the homepage.
- Is your branding up-to-date?
- What does your program name say about what you are trying to achieve?
- Are your email addresses consistent amongst your team?
- Do you have a listserv for email communication that is comprehensive to your market?
  - MailChimp
  - Constant Contact
Assistive Technology for Kansans

Welcome

Welcome and objective

Annual reports and program highlights

How to access devices

Donations

Calendar of Events

Training opportunities
Marketing Your AT Reuse Program

Sara Sack, Ph.D..

July 11, 2018
Previous Outreach & Marketing Strategies

Radio PSAs—including Public Radio stations
Cards and promotional materials in libraries and coffee shops across the state
Worked with funeral home directors and auctioneers
Co-sponsored events with small equipment loan closets (churches, civic groups, etc.)
Held collection drives in two cities on the same day (Topeka in AM and Kansas City in PM)—saved on advertising
Reuse coordinator worked with local groups to host at least 3 collection drives per year
Co-sponsored performance at Theatre Lawrence
2018-2019 Marketing & Outreach Plans

Continue with radio spots, cards in libraries (need to renew our efforts)

Continue with Theatre Lawrence and expand to western Kansas theatre group

Work with STAND (Self Advocacy Group of Parsons) to help them host a collection drive in conjunction with the ADA Celebration

Specific contract with subcontractors to host a collection drive that meets the specified guidelines.

Developed new promotional materials—step by step event planners, fillable forms, posters, press release, interview questions and answers, newspapers ads, etc.

Posted collection drive materials on ATK website
ATK Collection Drive Planner and Packet

KSNT Topeka DME Drive (YouTube)

https://www.youtube.com/watch?v=QjJLRTBTe3s

ATK Planner and Press Packet (webpage), also photo collage, and video/Topeka

Questions?

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There were many contributors to the content of today's webinar. Thank you!

Visit the Pass It On Center website and Knowledge Base for supplement materials and examples on marketing.

The AT3 CoP recently reviewed and updated content for its Knowledge Base, and those updates will be available on the AT3 site soon.

Visit the AT3 Center website for the archive of today's webinar, highlights from AT programs, up-to-date resources, and more.
The Reuse CoP focuses on practices and problem solving in device repair, redistribution, and recycling (both reassignment and open-ended loan) and device exchange by developing resources and addressing reuse policy issues.

To join this or another CoP, contact Crystal Bauer at crystal.bauer@ataporg.org.
Today’s Webinar Evaluation

- We want to hear from you!
- Please take a moment to complete a brief survey on today’s webinar.
- https://www.surveymonkey.com/r/Z932BBJ
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