Marketing Strategies and Solutions for AT Reuse Programs

Liz Persaud, Pass It On Center
Helen Baker, Alabama’s STAR Program
Sharon Alderman, Vermont AT Reuse Project

www.passitoncenter.org
Agenda

- Intro & Welcome
- Developing a Marketing Plan for Your Reuse Program
  - Planning Process
  - Some questions to ask
- Marketing Strategies
  - How to Find Your Target Audience
- Creative Solutions & Tips
  - Awareness using Print, Internet Marketing and Social Media
- Examples of Marketing Solutions: What’s Happening in the AT Reuse Community
  - Vermont AT Reuse Project, Alabama’s STAR Program, STAR Network in Georgia
- Resources
- Questions
Begin With the End in Mind!
Developing a Plan

Planning Process

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!
Developing a Plan

Some Questions to Ask

• What are the key issues that should be addressed in marketing planning?
  – Where are we now?
  – How did we get there?
  – Where are we heading?
  – Where would we like to be?
  – How do we get there?
  – Are we on course?
Marketing Strategies

• A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

• A marketing strategy should be centered around the key concept that customer satisfaction is the main goal.
Marketing Strategies

How to Find your Target Audience

• Gather a good team of people:
  – AT Act Program administration and staff, consumers
  – Supporting organizations (non-profits) i.e. Vermont Family Network, Voc Rehab, other stake-holders
  – Get feedback from the team, many heads better than one!

• 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-vendors newsletters include reuse project info, TV, newspapers and radio, conferences
Find Your Target Audience – Vermont’s Brainstorm Mailing List

- Higher Ed disability coordinators
- VCIL - Centers for Independent Living
- VPIC/ P2P, Now = Vermont Family Network
- Faith Groups
- OT's, PT's, SLP's
- Higher Ed Disability Coordinators
- TRIPSCY – University of Vermont
- Libraries – Higher Ed and Public Libraries
- VNA Home Health and Hospice
- ALS Clinic@ FAHC (hospital rehab center)
- Disability Orgs. - Heart, Lung, Brain Injury Associations
- VT Council Disability Rights
- Green Mountain Self Advocates
- VT-EDP
- VCDHH, DD Council
- SILC State Independent Living Council
- ReCycle North; VBMX; Solid Waste Districts
- Vendors & Manufac. – DME, Auto Dealers, etc
- AHS Field Service Directors
- Communications Task Force
- Autism Groups
- Hospitals, SNFs Nursing Homes, Assisted Living, Retirement Communities
- Area Agencies on Aging, EEE's –edu.
- VT Assoc. Business, Industry and Rehab,
- Department Of Labor
- DOH, Children with Special Health Needs
- Disabled Sports orgs., Special Olympics
- State Surplus: VA Hospitals
- NDAA: [www.disabledathletics.org](http://www.disabledathletics.org)
- VASS: VT Adaptive Ski & Sport
- 2-1-1, United Ways
- Fraternal Organizations - Moose, Elks, Eagles, Masons, Shriners
- Rotary International
- Social Workers
- Vets orgs. – Am Legion, VFW
- Paralyzed Vets Assoc., Guard & Reserve
- Funeral Homes – new idea from out west
Marketing Strategies

- Via e-mail – introduce & offer materials
- Use a separate Toll Free number on materials
- Personal contacts/mailings: focus consumer
  - Hint: Quick responses to those interested
- Respond to requests for presentations and interviews - even when there is a need to delay
- Quick responses to requests for assistance – even when there is a need to delay
- Communication is key!
Marketing Strategies

When developing your marketing strategy, always be mindful of:

- People who will share a common interest and vision
  - funding and sustainability
- People and places who may serve as donors as well as recipients
  - Consumers
  - Hospice
  - Nursing homes/Assistive Living
  - Rehab facilities
- Vendors
  - Donations
  - Repairs/maintenance
  - Referrals
- VA Hospitals
## Sample Budget

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Funds Available</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinator Salary</td>
<td></td>
<td>$1,867.23</td>
<td>$2,362.46</td>
<td>$2,440.48</td>
<td>$2,500.00</td>
<td>$9,170.17</td>
</tr>
<tr>
<td>FICA</td>
<td></td>
<td>$142.84</td>
<td>$180.73</td>
<td>$186.70</td>
<td>$200.00</td>
<td>$710.27</td>
</tr>
<tr>
<td>Contract Labor</td>
<td></td>
<td>$125.93</td>
<td>$399.00</td>
<td>$950.30</td>
<td>$255.80</td>
<td>$1,731.03</td>
</tr>
<tr>
<td>Postage</td>
<td>$6.80</td>
<td>$29.79</td>
<td>$197.08</td>
<td>$57.54</td>
<td>$84.53</td>
<td>$375.74</td>
</tr>
<tr>
<td>Supplies</td>
<td>$633.77</td>
<td>$182.14</td>
<td>$280.49</td>
<td>$329.64</td>
<td></td>
<td>$1,426.04</td>
</tr>
<tr>
<td>Equipment Repairs</td>
<td>$195.00</td>
<td>$976.34</td>
<td>$629.46</td>
<td>$1,754.35</td>
<td>$502.77</td>
<td>$4,057.92</td>
</tr>
<tr>
<td>Equipment/Tools</td>
<td>$737.19</td>
<td></td>
<td>$1,529.34</td>
<td>$109.00</td>
<td></td>
<td>$2,157.53</td>
</tr>
<tr>
<td>Mileage</td>
<td></td>
<td></td>
<td>$80.80</td>
<td>$238.40</td>
<td></td>
<td>$319.20</td>
</tr>
<tr>
<td>Marketing</td>
<td>???</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>$1,572.76</td>
<td>$3,142.13</td>
<td>$3,950.87</td>
<td>$7,280.00</td>
<td>$4,002.14</td>
<td>$19,947.90</td>
</tr>
</tbody>
</table>
Marketing Strategies

Some Helpful Tips

• **Know your Targeted Market:**
  – What do you have to offer? What are the benefits for them?
  – How they can help you?
  – Be specific with your requests and needs

• **Network with those that share Common Vision:**
  – Be Visible and Ready to get Involved
  – Be a Partner - Get on Advisory Boards, Councils, etc.

• **Know your Assets and Limitations:**
  – Manpower/Staff available
  – Budget
  – Available Resources

• **Are your materials in Accessible formats?**
Multi-media Strategy

- Free air time
  - Radio and television stations are licensed by the federal government to use the airwaves, which are considered public property.
  - They have the responsibility to serve the community, and they must demonstrate that they do so to renew the license periodically.
    - PSA "spots" may be 15 or 30 seconds and are played in unsold commercial slots.
Creative Solutions & Tips

• Multi-media Strategy
  – Free print space
    • weekly calendars of events in which announcements of fundraising events can be listed free of charge.
    • If the event is large, an early press release with information about the event may be directed to the local news or features editor.
Creative Solutions & Tips

• Multi-media Strategy
  – Flyers
    • Posted on free bulletin boards
      – Local supermarkets and restaurants
    • Volunteers can hand out flyers
    • Supportive local businesses may be willing to have flyers left at the cash register to be picked up when customers check out
Creative Solutions & Tips

• Awareness – Using Print Ads and Promotion
  – Very small ads – even a 1x1 – can be very effective because smaller ads are more likely to end up nearer the top of the page, and have good visibility.
  • Disabled Dealer – [www.disableddealer.com](http://www.disableddealer.com)

  – Weekly newspapers may be more generous with lower rates, or sometimes even with free space for promotion ads.

  – REPITITION, REPITITION, REPITITION!
Creative Solutions & Tips

• Get Your Event Listed for FREE!
  – Newspaper Calendar List of Events
    • Submit as far in advance as possible!
    • Be sure to include name and purpose of the event, day, date, time, cost or if it is free and contact number or e-mail address for people who have questions. Keep it brief, yet thorough – Free space is precious!
  – Submit anything happening within your Program!
    • Big event, getting a grant, Promotion, Awards, Recognitions, new staff
Creative Solutions & Tips

• Newspapers - Obituary section
  – It noted the need for reusable equipment and provided a drop-off location and contact number.

• Newsletters – Partnering organizations, Hospital newsletters
  – Submit a success story about reused equipment, DME.
  • Supplier newsletters - especially if the organization has developed a mutually beneficial relationship with the DME provider.
Creative Solutions & Tips

- **Internet marketing**, also referred to as web marketing, online marketing, or eMarketing, is the marketing of products or services over the Internet.
Creative Solutions & Tips

• Keep it Simple!
  – Do you have a website?
  – Branding
    • What does your Program name say about what you’re trying to achieve?
    • Are your email addresses consistent?
      – carolyn@passitoncenter.org, liz@passitoncenter.org
  – Email – do you have a listserv? Is it comprehensive to your community, state, region?
Creative Solutions & Tips

No-cost and Low-cost Tips

- **Social media** are primarily Internet and mobile based tools for sharing and discussing information among individuals.

- **Social media marketing** is a set of online marketing techniques that leverage social media.

Wikipedia
Creative Solutions & Tips

- Social Media is a low-cost strategy for your marketing and communication needs. Much of your valuable time will be spent connecting and communicating.
Creative Solutions & Tips

• Some examples of Social Media:
  – Networking - Facebook, LinkedIn, MySpace, Twitter, etc.
    • For example - More than half of the 140 million Facebook users are out of college!
    • Find where your target customers are and Participate!
  – Local blogs/forums, industry blogs/forums, Facebook Pages, LinkedIn Groups.
    • Also, networking/partnering with other businesses can be facilitated online.
Examples of Marketing in the AT Reuse Community

Vermont AT/DME Reuse Program

- AT ACT support
  - Administrative
  - Staff members or contractors
  - Administrative assistant
- Network, Collaborate and C.A.S.E.
- Produce materials:
- Non-profit mailing: indicia knowledge of mailing pricing, e-mail, personal contact

TO: VT Hospitals/Discharge Planners

FROM: Sharon Alderman, Assistive Technology Reuse Project Coordinator

RE: GetATStuff.com “free secure on-line classifieds” for assistive technology - DME exchange

DATE: May 21, 2008

We are pleased to invite you to peruse and publicize this new resource for AT-DME exchange.

The reuse of affordable Assistive Technology (AT), durable medical equipment and environmental adaptations is facilitated through this internet exchange to get usable equipment back into the hands of those who can benefit from it. This secure regional Internet-based exchange program brings together people in need of AT devices for themselves or others with owners of AT which is no longer needed. You can also list a “needed” item. A toll free number is available for those who do not have internet.

Currently hospital rehab units, home health agency personnel, advocacy organizations and individuals are using the site. Recently, a Hoyer lift, two electric scooters and several wheelchairs have found good homes free of charge. An excellent stair, chair lift is donated and several specialized vehicles are posted with others upcoming.

Please see examples of marketing materials available and let us know what you need.

Posters 11” X 17” with post-it pads (please order), extra post-its for poster renewal or the briefcase, Posters 8 ½” X 11” and 5” X 7” Post Cards.

PLEASE ORDER & POST LARGE POSTERS IN SOMEWHAT PERMANENT STRATEGIC LOCATIONS

Thank you for participating in “spreading the word” about this valuable resource. Please contact me with any questions or suggestions.

Sharon Alderman, Assistive Technology Reuse Coordinator
Phone: (802) 241-2387 or Toll Free: 1-888-827-2714 Email: sharon.alderman@ahs.state.vt.us

Printing of materials supported by the VT Medicaid Infrastructure Grant (11-P-92403-I/03) from the Centers for Medicare and Medicaid Services and in collaboration with the Vermont Parent Information Center.

Pass It On
Center
National Assistive Technology Resource Reutilization Coordination and Technical Assistance Center

Assistive Technology Resources for People with Disabilities
AT Tryout Centers: Williston • Randolph • Rutland • Waterbury
Examples of Marketing in the AT Reuse Community

Vermont AT/DME Reuse Program

2”x3” Sticky Pads
With website and Tollfree number:
extra pads for briefcase

getATstuff
Assistive Technology Exchange in New England

The Assistive Technology Exchange in New England is a free online “classifieds” where you can find new or used Assistive Technology (AT) devices, software and durable medical equipment, available for sale or donation.
Log onto www.getATstuff.com to search our listings or to post an AT device you no longer need.
No internet? Call us at the Toll Free number below.

getATstuff.com
ASSISTIVE TECHNOLOGY FOR VERMONTERS

Toll Free 888.287.2714 ATinVT@getATstuff.com Assistive Technology Reuse Project
Examples of Marketing in the AT Reuse Community

Vermont AT/DME Reuse Program
Examples of Marketing in the AT Reuse Community

Vermont AT/DME Reuse Program

Give new life to assistive technology and adaptive equipment

getATstuff
Assistive Technology Exchange in New England

www.getATstuff.com

A.T. School Swap

Assistive technology (AT) makes it easier for people to be more independent at home, at work, in school or in the community.

Go to www.getATstuff.com, a free service where people who want to sell or donate AT can exchange with people who need AT. You can list an item you need or list an item you have to sell or give away.

Whether you have or need an adapted van, wheelchair, walker, accessible computer, communication device or other AT items, www.getATstuff.com will help you make the exchange.

Visit www.getATstuff.com or contact the Vermont AT Reuse Project - by email ATinVT@getATstuff.com
toll free 1-888-827-2714

Printed on Recycled Paper
Marketing in the AT Reuse Community

A Brief History of Alabama’s STAR Reuse Programs

- STAR
- ADRS – Lead Agency
- 21 Branch Locations across the state
- Four (4) centers- Four major cities consider:
  - resources
  - largest consumer-base
  - issues/concerns (space, donations, transportation, budget, etc.)
- Jumpstart- Targeted base established with lead agency
  - ADRS (Alabama Dept. of Rehab Services)
  - Goodwill
  - Easter Seals
  - UCP
- Currently working with a faith-based organization as 5th center to open 2009.
Marketing in the AT Reuse Community

AL Jumpstart Programs

**Grassroots Advocacy Program**
- Technet - Group of individuals w/disabilities and/or family members
- Identified support groups, individuals, programs to target
- Conducted presentations and training
- Advocated for inclusion and access and acquisition of AT

**Training Modules**
- ADSS (Alabama’s aging population)
  - Senior Centers
  - Assistive Living Facilities/Nursing Homes
- Infants & Toddlers (EI and CRS)
## Marketing in the AT Reuse Community

### Reutilization Inventory List Feb 2009

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Canes</td>
<td>$175.00</td>
<td>GOOD</td>
<td>5</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td>Adult Quad Cane</td>
<td>$140.00</td>
<td>EXCELLENT</td>
<td>2</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Biome</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Adult Quad Cane</td>
<td>$150.00</td>
<td>GOOD</td>
<td>3</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td>Adult Quad Canes</td>
<td>$300.00</td>
<td>GOOD</td>
<td>6</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>Adult Canes</td>
<td>$600.00</td>
<td>GOOD</td>
<td>20</td>
<td>Goodwill Easter Seals</td>
<td>Mobile</td>
<td>Char Brown</td>
<td>(251) 471-1581</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$1,365.00</strong></td>
<td></td>
<td>36</td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Adult Manual Wheelchairs

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>16&quot; Adult Manual Wheelchair</td>
<td>$600.00</td>
<td>GOOD</td>
<td>1</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Biome</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>16&quot; Adult Manual Wheelchair</td>
<td>$600.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td>18&quot; Manual Wheelchair w/ footrest</td>
<td>$3,250.00</td>
<td>GOOD</td>
<td>5</td>
<td>Goodwill Easte Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
</tr>
<tr>
<td>20&quot; Broda Webbed Wheelchair</td>
<td>$2,000.00</td>
<td>GOOD</td>
<td>1</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Biome</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$7,050.00</strong></td>
<td></td>
<td>8</td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Adult Power Wheelchairs

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>18&quot; Adult Power Wheelchairs</td>
<td>$30,000.00</td>
<td>GOOD</td>
<td>3</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$30,000.00</strong></td>
<td></td>
<td>3</td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Children’s Canes

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Quad Canes</td>
<td>$140.00</td>
<td>GOOD</td>
<td>2</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$140.00</strong></td>
<td></td>
<td>2</td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Children’s Manual Wheelchairs

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; Children’s Manual Wheelchair</td>
<td>$1,200.00</td>
<td>GOOD</td>
<td>2</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>12&quot; Child Manual Wheelchair</td>
<td>$600.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td>12&quot; Children’s Manual Wheelchair</td>
<td>$1,800.00</td>
<td>GOOD</td>
<td>3</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>13&quot; Child Manual Wheelchair</td>
<td>$600.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td>14&quot; Children’s Manual Wheelchair</td>
<td>$600.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$6,000.00</strong></td>
<td></td>
<td>10</td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Children’s Miscellaneous Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Bedrail</td>
<td>$30.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 223-2012</td>
</tr>
</tbody>
</table>
## Marketing in the AT Reuse Community

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Reutilization Inventory List Feb 2009</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child's Car Seats</td>
<td>$400.00</td>
<td>GOOD</td>
<td>2</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
<td></td>
</tr>
<tr>
<td>Infant Car Beds</td>
<td>$1,540.00</td>
<td>NW</td>
<td>11</td>
<td>Goodwill Easter Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$1,970.00</strong></td>
<td><strong>14</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crutches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Aluminum Crutches</td>
<td>$300.00</td>
<td>GOOD</td>
<td>4</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blomke</td>
<td>(334) 288-0240</td>
<td></td>
</tr>
<tr>
<td>Adult Crutches</td>
<td>$700.00</td>
<td>GOOD</td>
<td>10</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
<tr>
<td>Arm Brace Crutches</td>
<td>$240.00</td>
<td>GOOD</td>
<td>3</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
<tr>
<td>Crutches</td>
<td>$900.00</td>
<td>GOOD</td>
<td>12</td>
<td>Goodwill Easter Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
<td></td>
</tr>
<tr>
<td>Crutches (Wooden, Metal)</td>
<td>$2,240.00</td>
<td>GOOD</td>
<td>32</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$4,380.00</strong></td>
<td><strong>61</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cushions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wheelchair Cushion</td>
<td>$300.00</td>
<td>GOOD</td>
<td>2</td>
<td>Goodwill Easter Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$300.00</strong></td>
<td><strong>2</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospital Beds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric Hospital Bed</td>
<td>$3,000.00</td>
<td>GOOD</td>
<td>2</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blomke</td>
<td>(334) 288-0240</td>
<td></td>
</tr>
<tr>
<td>Electric Hospital Beds</td>
<td>$6,000.00</td>
<td>GOOD</td>
<td>4</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$9,000.00</strong></td>
<td><strong>6</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manual Hoyer Lift</td>
<td>$700.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$700.00</strong></td>
<td><strong>1</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous Feeding Aids</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition &amp; Suction Pumps</td>
<td>$800.00</td>
<td>GOOD</td>
<td>4</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
<td></td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$800.00</strong></td>
<td><strong>4</strong></td>
<td></td>
<td><strong>Items In Stock</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Misc. Health/Hygiene Aids</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Dippers (10 Cl)</td>
<td>$20.00</td>
<td>GOOD</td>
<td>2</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
<tr>
<td>Bed Shampoo Kit</td>
<td>$50.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
<tr>
<td>Bedpan</td>
<td>$20.00</td>
<td>GOOD</td>
<td>4</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
<td></td>
</tr>
</tbody>
</table>
# Marketing in the AT Reuse Community

## Reutilization Inventory List Feb 2009

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedside Waste Bucket</td>
<td>$20.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Diabetic Glucose Tester</td>
<td>$20.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Diabetic Lancet Disposal Container</td>
<td>$1.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Diabetic Lancets (100 Ct)</td>
<td>$396.00</td>
<td>GOOD</td>
<td>44</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Diabetic Shoes</td>
<td>$1,120.00</td>
<td>NEW</td>
<td>7</td>
<td>Goodwill Saxtor Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
</tr>
<tr>
<td>Diabetic Test Strips (50 Ct)</td>
<td>$1,200.00</td>
<td>GOOD</td>
<td>70</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Glucometers</td>
<td>$450.00</td>
<td>GOOD</td>
<td>15</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>IV Poles</td>
<td>$120.00</td>
<td>GOOD</td>
<td>1</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blime</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>IV Poles</td>
<td>$240.00</td>
<td>GOOD</td>
<td>2</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>IV Poles</td>
<td>$720.00</td>
<td>GOOD</td>
<td>6</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>Pill Box/Dispenser Organizer</td>
<td>$10.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
</tbody>
</table>

Total New Value For Category: $5,312.00

157 Items In Stock

### Miscellaneous Mobility Aids

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Gait Trainer</td>
<td>$300.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Rifton Small Prone Stander</td>
<td>$1,500.00</td>
<td>GOOD</td>
<td>1</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blime</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Walking Belt</td>
<td>$25.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
</tbody>
</table>

Total New Value For Category: $1,825.00

3 Items In Stock

### Respiratory Aids

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspirator</td>
<td>$375.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Oxygen Concentrators</td>
<td>$2,000.00</td>
<td>GOOD</td>
<td>2</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>Respironics CPAP Machine</td>
<td>$2,000.00</td>
<td>EXCELLENT</td>
<td>2</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blime</td>
<td>(334) 288-0240</td>
</tr>
</tbody>
</table>

Total New Value For Category: $4,375.00

5 Items In Stock

### Shower/Bath Accessories

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bath Stool</td>
<td>$25.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Bedside Commode</td>
<td>$400.00</td>
<td>GOOD</td>
<td>4</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blime</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Bedside Commode</td>
<td>$675.00</td>
<td>GOOD</td>
<td>5</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Bedside Commode</td>
<td>$1,000.00</td>
<td>GOOD</td>
<td>10</td>
<td>Goodwill Saxtor Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
</tr>
<tr>
<td>Bedside Commode</td>
<td>$490.00</td>
<td>GOOD</td>
<td>4</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0807</td>
</tr>
<tr>
<td>Commode Riser</td>
<td>$190.00</td>
<td>GOOD</td>
<td>5</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Elevated Toilet Seat</td>
<td>$225.00</td>
<td>GOOD</td>
<td>3</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blime</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Female Urinal</td>
<td>$10.00</td>
<td>GOOD</td>
<td>1</td>
<td>Waste Not Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
</tbody>
</table>

Alabama's A.T. Act Program

February 2009 Reutilization Inventory List
# Marketing in the AT Reuse Community

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rifton Blue Wave Toiletting System</td>
<td>$660.00</td>
<td>GOOD</td>
<td>1</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blume</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$3,585.00</strong></td>
<td></td>
<td><strong>34</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Walkers—Adult**

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Folding Walker</td>
<td>$400.00</td>
<td>GOOD</td>
<td>4</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blume</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Adult: Folding Walker W/Wheels</td>
<td>$450.00</td>
<td>GOOD</td>
<td>4</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blume</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Adult: Folding Walkers</td>
<td>$1,420.00</td>
<td>GOOD</td>
<td>38</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0867</td>
</tr>
<tr>
<td>Adult: Folding Walkers w/Wheels</td>
<td>$900.00</td>
<td>GOOD</td>
<td>9</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0867</td>
</tr>
<tr>
<td>Adult: Hemi Walker</td>
<td>$400.00</td>
<td>GOOD</td>
<td>4</td>
<td>CARE Project</td>
<td>Montgomery</td>
<td>Richard Blume</td>
<td>(334) 288-0240</td>
</tr>
<tr>
<td>Adult Walker</td>
<td>$3,400.00</td>
<td>GOOD</td>
<td>32</td>
<td>Waste Net Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Adult Walker</td>
<td>$300.00</td>
<td>GOOD</td>
<td>10</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0867</td>
</tr>
<tr>
<td>Adult Walkers</td>
<td>$1,750.00</td>
<td>GOOD</td>
<td>30</td>
<td>Goodwill Easter Seals</td>
<td>Mobile</td>
<td>Chara Brown</td>
<td>(251) 471-1581</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$12,520.00</strong></td>
<td></td>
<td><strong>131</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Walkers—Children**

<table>
<thead>
<tr>
<th>Item</th>
<th>Value if New</th>
<th>Condition</th>
<th># in Stock</th>
<th>Center</th>
<th>Location</th>
<th>Contact Staff</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Walker</td>
<td>$200.00</td>
<td>GOOD</td>
<td>4</td>
<td>Waste Net Program</td>
<td>Huntsville</td>
<td>Mark Pepper</td>
<td>(800) 225-2012</td>
</tr>
<tr>
<td>Children's Walkers</td>
<td>$160.00</td>
<td>GOOD</td>
<td>2</td>
<td>3-R Project</td>
<td>Anniston</td>
<td>Rebecca Breazeal</td>
<td>(256) 236-0867</td>
</tr>
<tr>
<td><strong>Total New Value For Category:</strong></td>
<td><strong>$360.00</strong></td>
<td></td>
<td><strong>6</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>February 2009 Inventory Total:</strong></td>
<td><strong>$53,682.00</strong></td>
<td></td>
<td><strong>483</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

Ad

- No-cost or low-cost re-utilized technology
  - Anniston, The 3-J. Project, 256-236-0807
  - Huntsville, Waste Not Program, 256-852-5600
  - Mobile, Mobile Recycling Center, 251-471-1581
  - Montgomery, The CARE Project, 334-288-0240

- Device demonstrations and “try before you buy”
  explore various assistive technology devices

- Low-interest loans through the Ability Loan Program
  a partnership between STAR and the Southern Disability Foundation

- Customized training and technical assistance
  tailored to the specific needs of individuals and organizations

For more information about the STAR Program,
call 1-800-STAR656 (in-state only) or 334-613-3484.
Visit our website: www.rehab.alabama.gov/STAR.

a program of the
Alabama Department of REHABILITATION SERVICES
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

Hand Cleaner
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

Folding Toothbrush

Magnifier

STAR
Alabama’s Assistive Technology Act Program
1 (800) 782 7656
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

UCP Waste Not Program Magnet
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

The Alternative Finance Program
Southern Disability Foundation
1(800)782-7656
Examples of Marketing in the 
AT Reuse Community

Alabama’s STAR Program
Examples of Marketing in the AT Reuse Community

Alabama’s STAR Program

STAR Christmas Tree
Examples of Marketing in the AT Reuse Community

- **Table Cover**
- **Retractable Banner**
  - Name
  - Website
  - Mission Statement or Objective
  - Accessible – less than 10lbs.
Marketing in the AT Reuse Community

About the STAR Network
The STAR Network serves individuals with disabilities by increasing access to Assistive Technology (AT), Computers and Home Health/Durable Medical Equipment (DME). This program promotes increased independence and more participation in education, the workplace, and the community in underserved regions of Georgia and the Southeast.

The STAR Network establishes and identifies partnerships in Georgia, Florida, South Carolina, North Carolina, Alabama, Tennessee and Mississippi.

The STAR Network focuses on:
- Accepting Equipment
- Evaluating Equipment
- Repairing and Sanitizing Equipment
- Distributing and Matching the Client’s Needs
- Promoting Training

STAR Network Partners

Georgia Outreach Centers and Other Partners
- Multiple Choice Center for Independent Living, Atlanta
- Watson Options, Augusta and Aiken, SC
- SVAN Independent Living Center, Bainbridge
- Techable, Columbus
- Disability Connections, Macon
- disABILITY LINK, NW, Rome
- LIFE Independent Living Center, Savannah and Southeast, SC
- Columbus Assistive Technology Outreach Center (CATOG), Columbus
- Roosevelt Warm Springs Institute for Rehabilitation (RWISR), Warm Springs

Donate Equipment

1. Drop off Assistive Technology (AT), Computers and Home Health/Durable Medical Equipment (DME) at your local outreach center
2. Get a tax donation receipt
3. Consider a $10 donation to help with our "no landfill" policy!

Receive Equipment

1. Contact your local outreach center
2. Fill out a simple application
3. Pick up your equipment from the local outreach center once it becomes available

The STAR Network is grant funded by the Rehabilitation Services Administration and administered by the Georgia Department of Labor, Tools for Life Program.
Marketing in the AT Reuse Community

STAR network
Southeastern Technology Access and ReUse Network
Helping Your Community through Assistive Technology and Home Health Equipment ReUse

How It Works
We Need Your Help... It's Simple!

Donate Equipment
1. Drop off Assistive Technology (AT), Computers and Home Health/Durable Medical Equipment (DME) at your local outreach center
2. Get a tax donation receipt
3. Consider a $10 donation to help with our “no landfill” policy!

Receive Equipment
1. Contact your local outreach center
2. Fill out a simple application
3. Pick up your equipment from the local outreach center once it becomes available

Equipment Depots
- ReBoot™ Computer and AT ReUse
  - 770-934-8432
  - www.touchthefuture.us
  - Coordinator: Bob Rust
  - bob.rust@touchthefuture.us

- Home Health/Durable Medical Equipment
  - 770-481-9014
  - www.fdaco.org
  - Coordinator: Andy Laubacher
  - alaubacher@fdaco.org

The STAR Network is a grant funded by the Rehabilitation Services Administration and administered by the Georgia Department of Labor, Tools for Life Program.
Marketing in the AT Reuse Community

JOIN THE NETWORK!
The STAR Network serves individuals with disabilities by increasing access to Assistive Technology (AT), Computers and Home Health/Durable Medical Equipment (DME). The network promotes increased independence and more participation in education, the workplace and the community in underserved regions of Georgia and the Southeast. The STAR Network expands existing reuse efforts and establishes partnerships with various agencies in Georgia, Florida, South Carolina, North Carolina, Alabama, Tennessee and Mississippi.

A Program Designed for Success
The STAR Network which builds on strengths of the STAR Equipment Depots, is designed to be simple, effective and replicable. It will allow for other projects to join the network as Outreach Centers and service their communities without losing their identity. Outreach Centers serve the Assistive Technology (AT), Computer and Home Health/Durable Medical Equipment (DME) needs of the public by accepting donations, providing service delivery, as well as training and skill transfer.

Are You a Match?
1. Does your organization provide direct services to individuals with disabilities?
2. Does your organization have consumers or clients whom you feel would benefit from access to reuse items?
3. Does your organization have dedicated space (10' x 10') to accept donations?
4. Do you have staff or volunteers that will dedicate time to accept donations, match Computers/AT/DME with local individuals in need and provide them with basic usage training?
5. Has your organization participated in reuse or recruitment activities?

Contact Us
RaBoot™ Computer and AT ReUse
770-344-8422
www.fodac.org

Home Health/Durable Medical Equipment
770-491-8074
www.fodac.org

The STAR Network is a grant funded by the Rehabilitation Services Administration and administered by the Georgia Department of Labor, Tools for Life Program.

Join the STAR Network
and Help Your Community through Assistive Technology and Home Health Equipment ReUse

STAR network
Southeastern Technology Access and ReUse Network
Resources

• VistaPrint – www.vistaprint.com
  – Create marketing materials, logos for free

• HubSpot – www.hubspot.com
  – Free resources, articles, webinars for Internet Marketing

• U.S. Postal Service - www.usps.com
  – Notice 123, Ratefold (reduced rates for mailing)

• Photos – www.realisticreflections.com
  – royalty-free stock-photography company that specializes in images of people with disabilities in the community, at work, at home and with friends
Questions?

Thank You for Your Time & Attention!
Contact Us

- Sharon Alderman  
  Vermont AT Reuse - [www.getATstuff.com](http://www.getATstuff.com)  
  sharon.alderman@ahs.state.vt.us

- Helen Baker  
  Alabama’s STAR Program - [www.rehab.alabama.gov/star](http://www.rehab.alabama.gov/star)  
  Helen.Baker@rehab.alabama.gov

- Liz Persaud  
  Pass It On Center - [www.passitoncenter.org](http://www.passitoncenter.org)  
  liz@passitoncenter.org