

IL-NET

CIL-NET · SILC-NET

Public Relations and Marketing Workshop for Centers for Independent Living

Everywhere a Presence

September 19, 2013

9:15 A.M. – 12:00 P.M.

Presenter:

Janine Bertram-Kemp

Everywhere a Presence

- Community presence in context of your strategic plan
 - Content is still key
 - Avoid scattershot approach
- Session provides sampling of possibilities
 - For networking
 - For marketing
- Gives CIL marketing staff ideas/suggestions
- Survey Samples that work for others

Strategic Marketing

- Use ideas as part of overall plan
- You CAN be everywhere
 - Web presence
 - In person networking
- Build slowly, integrate with substance

Assess/Expand Collaterals

- Print Presence
 - Brochure - postcards
 - Flyers - business cards
 - Booklets

Your Space

- Office Appearance
 - Photo Art on Walls
 - Disability History
 - Disability Leaders
 - CIL Participants

Arizona Bridge to Independent Living's (ABIL) Wall in Phoenix, AZ



Actions and History Speak Volumes



THE CIVIL RIGHTS ACT OF 1964
The Civil Rights Act of 1964 is a landmark piece of legislation that prohibits discrimination on the basis of race, color, religion, sex, or national origin. It is one of the most important laws in the history of the United States, and it has had a profound impact on the lives of millions of people. The Act was signed into law by President Lyndon B. Johnson on July 2, 1964, and it has since been amended several times to expand its scope and to address new forms of discrimination. The Act is a testament to the power of the American people to bring about change, and it is a source of inspiration for all who fight for equality and justice.

This Could Be Your CIL



Photo Power

- Your Walls Can Talk
- Order Historical Photos
- Display Your Own

Networking Opportunities

- Clubs and associations
 - Events and community meetings
 - Disability, civil rights, health conferences, expos
 - Workshops, speeches
 - Meet-up, Tweet-up gatherings
- ◆ Include follow up with new contacts in your plan

Raise CIL Visibility

- Portable Banners
- Fabric Tradeshow Backdrops

Portable Banners



Portable Trade Show Booth

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Banners Display Our History



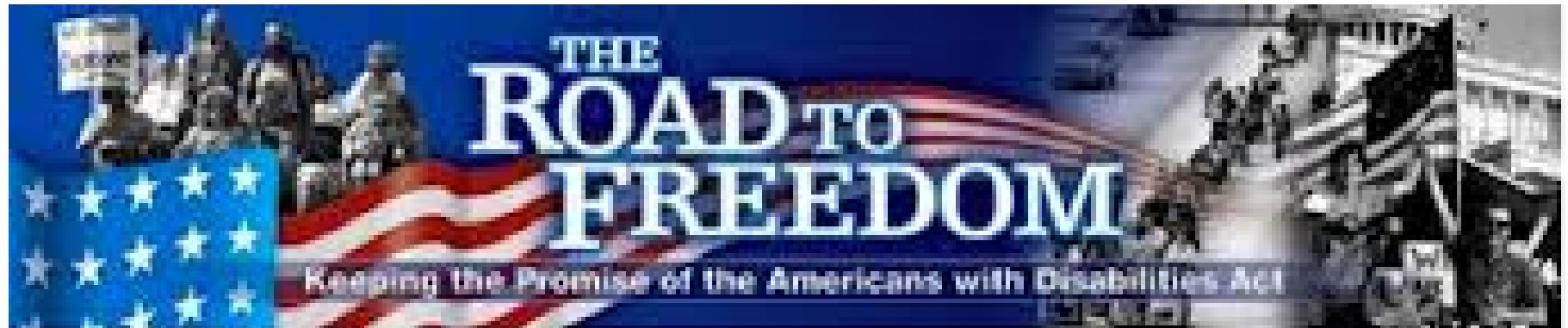
Wrapping a Vehicle



Bus Wrap Close Up



Bus Wrap Composite as Banner Sign



Video Library

- Key content in video library
 - Embed in website
- Media Use
- Recruit community support
 - Consumers
 - Partners
 - Funders

Contact Information

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