Access for All: Expanding CDFI Impact in the Disability Community

The CDFI Fund’s Capacity Building Initiative

Marketing and Outreach: Creating Accessible Programs

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Disclaimer:

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Aims of the “Access for All” Training Series

• To increase knowledge of disability market characteristics, customer service etiquette, and accessibility considerations

• To align CDFI products and services with demonstrated needs and demand and with the product features expressed by and for people with disabilities

• To equip CDFIs with the necessary information, networks, and resources to set a strategic course of action to serve the disability market.
About BCT Partners

• BCT Partners is a national, multi-disciplinary consulting firm that delivers a full range of research, consulting, training, technology, and analytics services.

• Our mission is to provide insights about diverse people that lead to equity.

• The CDFI Fund has selected BCT Partners and other partnering organizations to deliver training and technical assistance for the “Access for All” training series.
Instructors

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Self-Help Credit Union
Introduction

This webinar will help CDFIs to develop and enhance programs for people with disabilities by addressing the importance of marketing, outreach and accessibility. This includes identifying who they should market to in order to serve people with disabilities. The session will also teach CDFIs how to tailor marketing and outreach efforts for targeted audiences (e.g., Centers for Independent Living and disability-specific organizations such as affiliates of the National Federation of the Blind, The Arc organizations, state hearing loss associations, the National Multiple Sclerosis Society, etc.). Finally, participants will learn how to make websites and marketing materials accessible, that is, usable for people with disabilities.
The Importance of Marketing and Outreach

• Build base
• Build trust
• Build your program
• Build the capacity to serve people with disabilities
Target Audience for Marketing and Outreach

- Disability Specific Organizations (e.g. Multiple Sclerosis Society, ALS Association, Arc, etc.)
- Support Groups
- Parent Groups
- Statewide Independent Living Councils
- People with disabilities and their families
Target Audience for Marketing and Outreach (continued)

• Advocacy Organizations
• State Agencies (Human Services, Community Development, Labor & Industry, Education, etc.)
• Local Housing Authorities
• Equipment Vendors
• Peer-led Organizations
Target Audience for Marketing and Outreach: Peer-Led Organizations

- **Centers for Independent Living** - consumer-controlled, community-based, cross-disability, nonresidential private non-profits designed and operated within a local community by individuals with disabilities, and provide an array of independent living services.

- **National Federation of the Blind** - oldest and largest nationwide organization of blind Americans consists of affiliates, chapters, and divisions. It defends the rights of blind people of all ages and provides information and support to families with blind children, older Americans who are losing vision, and more.

- **ADAPT** - national grass-roots community that organizes disability rights activists to engage in nonviolent direct action to assure the civil and human rights of people with disabilities to live in freedom.

- **Parent to Parent** - national nonprofit organization that promotes excellence in P2P programs across the nation and provides emotional and informational support to families by connecting parents of children with disabilities or special health care needs.
Marketing Approaches of Successful Programs

• Build broad outreach efforts
  • Maximize the number of target audience entities
  • Diversify the target audience
  • Organize efforts (i.e. long term vs. short term, and ongoing vs. one-off)

• Conduct targeted marketing
  • Consider the importance of local context and demographics (i.e. prevalent disability types and groups, and specific target audience entities)

• Develop strategic partnerships
  • Boost credibility and visibility by leveraging relationship with CBOs (i.e. multi-cultural center, senior centers and social service centers)

• Leverage referrals
  • Boost credibility and reach by leveraging the testimony of borrowers, friends and family members
Best Practices from Successful Programs

• Connect with local housing authorities
• Expand social media presence and explore digital marketing (e.g. Twitter, Facebook, LinkedIn, and etc.)
• Identify ways to educate the public about the value of your products and services
  • Share consumer testimony (via YouTube)
  • Host training webinars or informational sessions on products and financing for PWDs
Best Practices from Successful Programs  (Continued)

• Conduct internet base research and connect with mobility vendors
• Identify and build strategic partnership with vendors, philanthropic and nonprofit organizations, and government agencies serving PWDs to cross promote products and services
• Leverage low-cost and free publicity and advertising opportunities (e.g. community theaters)
• Identify and build partnership with asset development and anti-poverty stakeholders in your state or region
Show, Don’t Tell

Engaging content that supports your message is key to building an effective marketing and outreach plan.
Informational Publications

Funding Your Assistive Technology
A Guide to Funding Resources in Pennsylvania

Community HealthChoices (CHC)
CHC is Pennsylvania’s new Medicaid Managed Care Program

- Healthcare
- Nursing Home Transition
- Hearing Aids (personal-wear, ossiculoplasty or a device)
- Durable Medical Equipment
- Smart Home Technology (assistive technology)
- Cognitive & Behavioral Therapy
- Vehicle Modifications
- Occupational/Physical/Speech Therapy
- Pest Eradication
- Transportation (non-emergency)
- Job Coaching
- Switch (assistive technology)
- Home Adaptations
- Personal Assistant Services
- AND SO MUCH MORE

WANT TO LEARN MORE?
VISIT www.healthchoices.pa.gov

HAYE YOU EXPERIENCED A BARRIER ACCESSING CHC?
Pennsylvania Health Law Project can help!
www.phlp.org | 1-800-274-3238

NEED HELP FUNDING ASSISTIVE TECHNOLOGY?
Pennsylvania Assistive Technology Foundation can help!
www.patf.us | 1-888-744-1938

CHC provides more than healthcare—it can help with independence, autonomy & safety.

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Educational Events

VISION FOR THE FUTURE
Financial Empowerment Conference for Individuals with Disabilities
OCTOBER 3, 2019

JOIN PATF
For a Hot Chocolate and a Free Workshop: ABLE vs. Special Needs Trusts

Save the Date!
Meaningful Posts

A nice day for Sam involves arriving at the library when it opens, favorite drink in hand

Elysia upped her workweek from 2 to 5 days, decreased her food stamps from $140/month to

2019 Press Conference at the Capitol Rotunda in Harrisburg.

Facebook, Top 3 Posts – 2019
Meaningful Posts (Continued)

**House Passes Rep. Dean's Amendment to Increase Funding for Community Development Financial Institutions and Expand Financial Opportunity for People with Disabilities #CDFI #PwD**

**Simple additions that make an important difference #AssistiveTechnology #Accessibility #Inclusion**

**Pretty amazing. Here's a video demonstrating one of these apps: youtube.com/watch?v=GMWG97...**

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Twitter, Top 3 Posts – 2019
# Engaging Content

<table>
<thead>
<tr>
<th>Date</th>
<th>Campaign</th>
<th>Email Subject Line</th>
<th>Click Thru Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 5, 2018</td>
<td>Winner Announcement #MyLifeWithAT2018 Photo Contest</td>
<td>Congratulations to the winners of #MyLifeWithAT2018 Photo Contest</td>
<td>27.6%</td>
</tr>
<tr>
<td>Apr 9, 2019</td>
<td>Funding Guide Announcement</td>
<td>New Publication: Funding Your Assistive Technology</td>
<td>27.6%</td>
</tr>
<tr>
<td>Oct 5, 2018</td>
<td>2018 September Newsletter</td>
<td>Jobs and Homes Aren't Enough: The Missing Link</td>
<td>21.5%</td>
</tr>
<tr>
<td>Nov 9, 2018</td>
<td>2018 November Newsletter</td>
<td>Giving Back Through Music</td>
<td>20.9%</td>
</tr>
<tr>
<td>Dec 13, 2018</td>
<td>EOY 2018 1</td>
<td>New Guide! How To Access AT in Community Health Choices</td>
<td>19.7%</td>
</tr>
</tbody>
</table>

Constant Contact, Top 5 Newsletters - Based on Click Through Rate – FY2019
Accessibility is Mandatory

• Website – WCAG standards
• PDF – 508 compliance
• Digital images – Alt text
• All content – Contrast, text size, font, reading/comprehension level
• In-person – accessible spaces, inclusive language
Primary Marketing and Outreach Strategies

- In person
- In print
- Online
- Ads
- Unique services (Radio Reading Services, Newsline, etc.)
Digital Marketing

- Website
- E-Newsletter
- Social Media
Print Materials

- Brochure
- Annual Report
- Infographics
- Mailers
- Informational Publications
In-Person

• Funding Assistance Coordinators Network
• Outreach (conferences and expositions)
• Trainings
Brand Guidelines

• Create a unique message
• Commitment to full accessibility of materials
• Specify which fonts, font sizes and colors are accessible
• Use pictures of real people that emphasize dignity and empowerment
• Use graphics for illustration, but ensure full inclusion
• Use person-first language
• Provide alternate formats if requested.
Assistive Technology

Assistive Technology = Independence, Quality of Life

We are Pennsylvania’s experts on funding assistive technology.
Northwest Access Fund Marketing Material

LOANS FOR HEARING AIDS & OTHER DEVICES

Northwest Access Fund

Loans up to $25,000
nwaccessfund.org (206) 328-5116
For People with Disabilities and Seniors in Washington & Oregon

FINANCIAL CAPABILITY PROGRAM
FREE FINANCIAL COACHING AND SUPPORT TO ACHIEVE PERSONAL FINANCIAL GOALS WHICH MIGHT INCLUDE ADDRESSING MEDICAL DEBT, QUALIFYING FOR A LOAN, AN APARTMENT, PLANNING FOR A CAR PURCHASE, OR STARTING TO SAVE!

Northwest Access Fund
Complete a financial assessment online to get started at: nwaccessfund.org
Or call us: (206) 328-5116
For People with Disabilities and Seniors in Washington & Oregon
Northwest Access Fund Marketing Material (Continued)

LOANS FOR Home Modifications
5% Interest Rate
NO FEES

OVER 1,100 LOANS DISBURSED

OVER $4,350,000 LENT OUT

AVERAGE BORROWER AGE

13% Under 34 yrs. old
18% 35-42 yrs. old
35% 43-54 yrs. old
34% 55-64 yrs. old
35% 65+ yrs. old

100% OF BORROWERS WOULD RECOMMEND A NORTHWEST ACCESS FUND LOAN*

*Based on client survey with 110 respondents

Northwest Access Fund

Northwest Access Fund is a 501(c)(3) nonprofit Community Development Financial Institution. We provide funding to people with disabilities in Washington and Oregon to purchase assistive technology and achieve greater independence. Support for our home modification loans has been provided by the Washington State Housing Finance Commission.

HOME MODIFICATION LOANS

Northwest Access Fund

Northwest Access Fund, Suite 302 Seattle, WA 98144
TEL (206) 328-5116 TOLL FREE (877) 428-5116
FAX (206) 328-5126
EMAIL info@nwaccessfund.org
WEBSITE http://nwaccessfund.org

Questions? Contact us. We are happy to help!

Independence is priceless. We make it affordable.

http://nwaccessfund.org

The CDFI Fund’s Capacity Building Initiative \ Marketing and Outreach
Disability Etiquette on Images Used
The Right Format
A Case Study — Hearing Aid Loans

• Print Marketing: Audiologist-Specific Mailer
• In-Person: CaptionCall and In-Person Outreach
• Digital Marketing: Newsletters and social media promote increased 0%-interest loan cap
A Case Study – Hearing Aid Loans (Continued)

Making a positive impact on lives one loan at a time

Pennsylvania Assistive Technology Foundation is a 501(c)(3) nonprofit that provides:

- **0% Interest** Loans for Assistive Technology costing $100 - $2,000
- **3.75% Interest** Loans for Assistive Technology costing $2,000 - $35,000

Assistive Technology devices and services include:
- Hearing aids
- Assistive listening systems, FM/IR loop
- Computers, tablets, and smartphones with specialized software or hardware adaptations
- Flashing smoke alarms, baby monitors, doorbells, and other alert systems
- Vibrating alarms
- Co-pays for hearing devices

No fees to applicants or referring providers.
Contact us for free brochures:
www.patf.us
1-888-744-1938

Funding for Hearing Devices

We Help Pennsylvanians of:
✓ All Ages ✓ All Income Levels ✓ All Disabilities & Health Conditions

888-744-1938 • www.patf.us • patf@patf.us
A Case Study — Hearing Aid Loans (Continued)

In the first half of FY2019:

40%

Increase in number of loans for hearing aids
Is it working?

The importance of analytics!
Total Website Pageviews, by Day – FY2019

Pageviews

1,500

1,000

500

Two significant peaks:

- Nov 30, 2018 - Last day of #MyLifeWithAT2018 Photo Contest
- April 9, 2019 - E-Newsletter “New Publication: Funding Your Assistive Technology”
Other Factors Matter

• Do you have favorable interest rates? Can they be adjusted for particular types of loans?
• Do you provide meaningful assistance in the application process?
• Are your loan policies unnecessarily restrictive?
What Needs to be Accessible?
Everything!

- Flyers
- Applications
- Social media posts
- Your website
- Informational/Educational materials
Accessibility Isn’t Scary

- Implement from the beginning
- Get feedback from individuals and organizations (some can offer support)
- An accessible environment and materials benefits everyone
- Learn the basics and build upon that knowledge
- It’s investing in your consumers, staff and program
Everyone Benefits from Accessibility

Know Your Audience
(But also – everyone benefits from accessibility!)

• Website – WCAG standards
• PDF – 508 compliance
• Digital images – Alt text
• All content – Contrast, text size, font, reading/comprehension level
• In-person – accessible spaces, inclusive language
The Importance of Web Accessibility

- Websites, tools, and technologies designed and developed so that people with disabilities can perceive, understand, navigate, and interact with the web and contribute to the Web
- Encompasses all disabilities (i.e. auditory, cognitive, neurological, physical, speech and visual)
- Web accessibility also benefits people without disabilities (i.e. people with slow internet connection, smart phone users, older people with changing abilities, people with situational limitations, and people with temporary disabilities)
Social Media

• Be strategic
• Great opportunity for d/Deaf outreach with videos
• Targeted advertisement on Facebook
• Live streaming can be problematic with accessibility
• Captions are a must
• Including American Sign Language will give you more credibility
• Describe images (Facebook and Instagram both have alternative text capability)
• Include real people with disabilities in marketing and outreach posts
Best Practices for Making Word Documents Accessible

- Include alternative text with all visuals
- Visual content includes pictures, SmartArt graphics, shapes, groups, charts, embedded objects, ink, and videos
- Add meaningful hyperlink text and ScreenTips
- Ensure that color is not the only means of conveying information
- Use sufficient contrast for text and background colors
- Use built-in headings and styles
- Use a simple table structure, and specify column header information
Resources for Accessibility

• Appligent – Assistance with making PDFs 508 compliant, sales@appligent.com; 610-284-4006

• Georgia Tech CIDI– E-text, captions, audio descriptions, Braille and more

• University of Washington Accessible Technology – Guides on how to create accessible documents in PDF and Microsoft Word and PowerPoint, captions for videos, and accessible websites

• Section 508.gov – Training videos and modules on how to make accessible documents in Microsoft Word

• Web Content Accessibility Guidelines: https://www.w3.org/WAI/standards-guidelines/wcag/

• Web Accessibility Evaluation Tool: https://wave.webaim.org
Key Takeaways

• Identify and understand the target audience
• Make sure your outreach efforts are as broad as possible
• Brand and messaging matters
• Accessibility is mandatory
• Use analytics to measure outcome
Questions?
Contact Information

Please direct follow-up questions to: cdfi@bctpartners.com

For additional information on the Access For All training series, please visit www.accessforall.info