

## NWCCI PUBLICITY PLAN

NWCCI's Publicity Plan endeavors to expand public visibility and awareness of our programs and services, demonstrated by an increase in the number of individuals served, the number of referrals received, and growth of our donor base.

We engage in community education events designed to increase awareness of our programs, services, resources available, and impacts we have on the lives of individuals with disabilities and the broader community.

We employ social media posts, website updates, press releases, newspaper and radio coverage, published articles, promotional materials, public forums, and flyers for community events and group activities. Because much of our work is in collaboration with partnering organizations, NWCCI maintains a list of referral information about status of local business and services availability to share with the people we serve.

NWCCI is exploring possible formats for creating and executing new marketing messaging, such as "avatar marketing" format, determining a detailed profile of our typical or ideal customer.

Our Publicity Plan incorporates reciprocity with our communities. We are informed by the impact and experience of the people we serve. Our programs evolve and are innovative to address changing circumstances, needs, and visions. NWCCI engages in thought leadership discussions with the people we serve, staff, Board and community partners about our history with people learning to adapt and live independently. These thought discussions are documented, with executive summaries delivered to the Board and administration for review, analysis, and determination of outcomes to be achieved. The landscape we now live in with COVID-19 determines how services will be delivered. Our organization is built upon the strengths of adaptability, flexibility, and innovation. NWCCI has always been reinforcing the abilities of people with disabilities to live independently.

NWCCI's Publicity Plan is incorporated into our five-year Strategic Plan (available upon request).

If awarded, NWCCI will recognize your foundation's support on our agency website, on flyers, promotional and marketing materials produced for community activities, events and forums. We will let those who use our services know we are supported by contributions from your foundation. We are appreciative, proud and vocal about our partnerships with organizations in the communities we serve.