



**Getting the Word Out:
Promoting Chapter Identity
&
Creating Advertising Collateral**

Ann Thomas

President

**Hearing Loss Association of America
Diablo Valley Chapter**

D R E A M

I have a dream

I hope all of you share my
dream

I want Hearing Loss
Association of America to
become a household word

We have a lot of competition



+



+ First Impressions Count

- Print Media is a necessary and important part of doing business.
- New members decide if they would like to come to one of our meetings based on our advertising.
- Donors gauge our ability to carry out our mission based on how we present ourselves.

What Tools Do We Need To
Get The Word Out?



Advertising & Marketing Tools

- **Branding**

- Logo

- **Contact Tools**

- Telephone Number
- Domain Name
- E-mail Address With Domain Name



Advertising & Marketing Tools

■ **Business Tools**

- Letterhead & Envelope
- Business Cards

■ **Outreach**

- Brochure or Information Card, Hearing Tips Card
- Newsletter, online or in print
- Web Site
- Facebook
- Twitter



HLAA Branding

- **LOGO** gives our organization an identity
- **Discontinue using SHHH**
- Dispose of old SHHH literature



Use Official HLAA State & Chapter Logos

They can be downloaded from the **Chapter Leader Resources** page:
hearingloss.org/chapters-state-orgs/chapter-leader-resources/affiliate-logos/



Learn how to manipulate the logo to fit the purpose

- Margins
- Size the logo
- Text wrap
- Headers & footers



Contact Tools

- Permanent Mailing Address—PO Box
- Telephone Number
- Domain Name
- E-mail addresses with domain name



FREE

Telephone Answering Service

NEXTPBX

- **Care2call, NEXTPBX**
<https://www.nextpbx.com/care2call/>

HLAA-DV Chapter uses Care2call, **NEXTPBX**

+ Care2call

Sample e-mail notification

Phone Mail  

* Message from [REDACTED] is 24 seconds long

To: Ann Thomas,

Reply-To: maildelivery@voicenation.com

Date: 02-23-2018 Time 15:21:59

Dear Ann Thomas:

You have received a new 24 second voice message from [REDACTED] into extension 9252641199.

VoiceNation, LLC



+ Domain Name

It is common in business today to have your own domain name.

Follow HLAA branding: hearingloss-ChapterName.org

If you use a hyphen it makes your chapter name easier to identify

- E-mail address

- **HLAADV@hearinglossdv.org**

- **AThomas@hearinglossdv.org**

- Web site

- <https://www.hearinglossdv.org>

- Facebook

- <https://www.facebook.com/HLAA.Diablo.Valley/>



Business Tools

- Letterhead
- Envelope
- Business Card

Letterhead

BUSINESS LETTER FORMAT



- Space

- Space

Date—spell out the date, June 20, 2018

- Space

- Space

Full Name, Title/ Position of Recipient, use title or education Dr. or MD, but not both.

Company Name

Street

City, State, Zip

Space

Subject: optional

- Space

Dear Name: Business letters have a colon after the salutation.

- Space

- Space

Body— single space, no indent, double space between sections.

- Space

Closing— Sincerely yours,

- 4 Spaces for signature

•

•

•

Printed Name

Title—optional

- Space

- Space

“Enclosure” (2)

Reference Initials—If someone other than you typed the letter you will include your initials in capital letters followed by the typist initials in lower case. ART/at

Business Envelope



PO Box 5495
Walnut Creek, CA
94596-1495

Hearing Loss Association of America
7910 Woodmont Avenue, #1200
Bethesda, MD 20814

Anyone with a computer and a printer can create professional quality print media

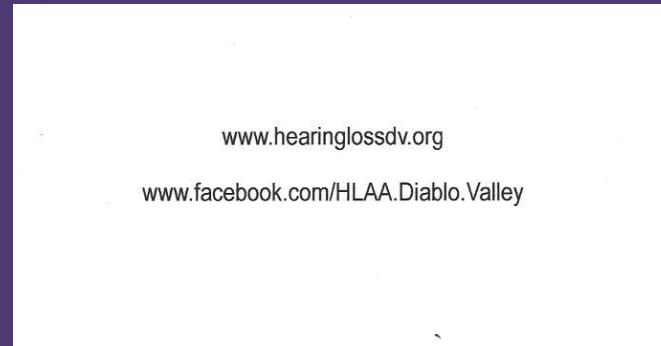
+ Business Card

- **A networking tool to provide your contact information**
- **It is not a substitute for a brochure or information card**

+ Elements of a Business Card

- **Logo**
- **Name**
- **Title**
- **Address**
- **Phone number**
- **E-mail address with domain name**
- **Web address**

Sample Business Card



Keep it simple

+ Desktop Publishing

Desktop publishing conventions are not the same as a typewriter

- *Your PC is Not a Typewriter*, Robin Williams
- *Your Mac is Not a Typewriter*, Robin Williams

+ Designing

Designing is an art, but there are some basic principles

- ***Non Designer's Design Book***, Robin Williams
- ***Non Designer's Design & Type Book***, Robin Williams

+ Layout and Design

- Think of the document as a picture.
- Rather than underlining, use **bold**, **increase font size**, change font, use **color**.
- Italicize for proper conventions—
book titles, periodicals, operas,
symphonies.

+ Layout and Design

- Leave generous white space.
- Avoid parenthesis, they interrupt the flow of the text.
- Body text is usually easier to read in a serif font.
- Bigger isn't always better.

We Live in A Fast Paced World



We Make Quick Decisions

+ Content

- **Put the most important items first**
- **Most people skim literature**
- **You can use short phrases rather than complete sentences**

Meetings

1st Wednesday of the month

7:00 pm

Walnut Creek United Methodist Church

1543 Sunnyvale Avenue

Education Building, Wesley Room

Walnut Creek, CA 94597-1903



Outreach Tools

- Brochure
- Information Card
- Hearing Tips Card

Attend A Chapter Meeting

for
Information
Education
Support
Advocacy

Diablo Valley Chapter

Monthly Meetings

1st Wednesday of the month

except June, July, August, December

7 pm

Walnut Creek United Methodist Church
1543 Sunnyvale Avenue
Education Building, Wesley Room
Walnut Creek, CA 94597-1903



We provide communication access

Our meetings are captioned. The meeting room has a hearing loop. ASL on request.



www.hearinglossdv.org



Are you having difficulty understanding speech?

Learn how to live well with hearing loss

HLAADV@hearinglossdv.org
info@hearinglossdv.org
925.264.1199

The Chapter's Voice for People with Hearing Loss

Relax with people like yourself who understand. You don't have to apologize.

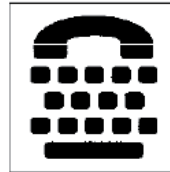
Learn about programs and services to help you hear better, like the California Telephone Access Program (CTAP).

Learn about your rights and how to advocate for better hearing accessibility.

Members are Talking

- I needed new hearing aids. Members shared their experiences with the latest models and I hear better now.
- There are captions for TV. I learned how to turn them on.
- For the first time in years, I could participate in a meeting. The meetings are captioned and they have a hearing loop.
- I learned about Cochlear implants; got one. WOW!
- I learned about special smoke and carbon monoxide detectors that vibrate and strobe to alert me. I bought them and now I sleep better at night.

Hearing Accessibility Symbols



Telephone Typewriter (TTY)



Volume Control Telephone



Access for Hearing Loss

Join Us!

Name _____ Date _____

Address _____

City, State, Zip _____

Telephone _____

Email _____

Membership includes HLAA and local Diablo Valley Chapter memberships. Fifteen dollars of your membership fees will go to HLAA-Diablo Valley Chapter.

\$35 Student \$50 Individual

\$60 Couple \$75 Professional

Complimentary Veterans Membership

Veteran

Donations: Please donate! We need your help. Your donation can help us better serve you and our community.

\$100 \$75 \$50 \$25 \$10

Other _____ no amount too small

Total enclosed \$ _____

Make checks payable to
HLAA-DV
P.O. Box 5495
Walnut Creek, CA 94596-1495

We are a 501(c)(3) tax exempt organization.
Your dues and donations may be tax deductible.



Diablo Valley Chapter Monthly Meeting

1st Wednesday of the month
Except July and August

7:00 pm

**Walnut Creek
United Methodist Church**
1543 Sunnyvale Avenue
Education Building, Wesley Room
Walnut Creek, CA 94597

Our meetings are captioned and looped.

Information Contact:
Ann Thomas
HLAADV@hearinglossdv.org
925.264.1199

www.hearinglossdv.org

We are a 501(c)(3) tax exempt organization.



Meetings

Learn how to live well with hearing loss

Our members can help you learn about how to hear better:

- On the telephone
- In meetings
- Watching TV
- In restaurants or at parties

Meeting topics may include:

- The latest in hearing aids or Assistive Listening Devices (ALDs)
- Coping strategies
- Cochlear implants
- General sharing of information and encouragement in coping with hearing loss
- What is being done at the national and state levels to make hearing loss less costly and difficult

Our meetings are free and open to the public. Donations are accepted.

**Hearing Loss Association of America
Diablo Valley Chapter**
P.O. Box 5495
Walnut Creek, CA 94596

**Chapter specific information
adds professionalism to
advertising and marketing
collateral**



220,000 Contra Costans

Mothers, fathers, brothers, sisters,
children, friends, colleagues

**Learn how to live well with
hearing loss**

MEETINGS

1st Wednesday of the month
7 pm

Walnut Creek United Methodist Church
1543 Sunnyvale Avenue,
Education Building, Wesley Room
Walnut Creek, CA 94597



HLAADV@hearinglossdv.org
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TIPS FOR COMMUNICATING WITH PEOPLE WITH HEARING LOSS

Practice special speaking skills.

SET YOUR STAGE

- Get attention first.
- Avoid noisy backgrounds.
- Face audience directly.
- Spotlight your face, no backlighting.
- Ask how you can facilitate communication.

PROJECT YOUR COMMUNICATION

- Don't shout.
- Speak clearly, at a moderate pace.
- Re-phrase if you are not understood.
- Use facial expressions, gestures.
- Give clues when changing subjects.
- Don't hide your mouth, chew food, gum, or smoke while talking.

ESTABLISH EMPATHY WITH AUDIENCE

- Offer respect to help build confidence.
- Be patient if response seems slow.
- Stay positive and relaxed.
- Talk to a hard of hearing person, not about him/her.



Symbol of Hearing Access
Hearing Loop

+ Free Web Hosting



DreamHost

- dreamhost.org/charitable-donations.html

+ Web site guidelines

- **Discontinue using SHHH**
- Use the HLAA logo. Make sure it is the official logo for your chapter.
- Use a distinctive top section with a logo for branding. It should be obvious, clear and bold.
- Keep it **SIMPLE**, lots of white space. Less is more. The more stuff there is on the screen the harder it is to get the important things noticed.

+ Web site guidelines

- Use simple and clear navigation. The classic setup, is under the top section and or down the left hand side of the page on the left.
- We read from left to right in the west. If you have multiple columns, the most important information starts on the left.

+ Web site guidelines

- Use bullets— short concise sentences, make it easy to attract attention. **Blocks of text are distracting.**
- Focus attention on the content. Intense color or patterns outside the main window draws the eye away from the content.
- Put Facebook links/icons, webmaster etc. on the page, use small icons.

+ Printing

Brochures

Information Cards

Shop around for prices on full color printing

<http://www.printplace.com>

<http://www.psprint.com>

Sale, August 2018 printed 1,000 full color brochures for \$210.00 picked up locally

Become A Household Word!

Get the word out

+ Create unique, chapter
specific, professional
promotional material

Distribute it in your community

Ann Thomas

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PO Box 5495
Walnut Creek, CA 94507

925.838.8306 personal
925.264.1199 chapter

AThomas@hearinglossdv.org
www.hearinglossdv.org



+ HLAA Awards

- Spirit of HLAA 2017
- Newsletter Award 2016
- HLAA Community Service Award 2012
Honorable Mention
- HLAA Service Award 2011
- HLAA Community Service Award 2010
- Chapter Website Award 2010
- Outreach Award 2009
- Newsletter Award 2009

We can do this!