Ann Thomas
President
Hearing Loss Association of America
Diablo Valley Chapter

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

- 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](https://www.hearinglossdv.org)

- Facebook
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
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

HLAA
Hearing Loss Association of America
Diablo Valley Chapter

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www.hearinglossdv.org
www.facebook.com/HLAA.Diablo.Valley

Keep it simple
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, and 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.

Are you having difficulty understanding speech?
Learn how to live well with hearing loss

HLAADV@hearinglossdv.org
info@hearinglossdv.org
925.264.1199

www.hearinglossdv.org
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

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 6485
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

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 94598

We are a 501(c)(3) tax exempt organization.
Chapter specific information adds professionalism to advertising and marketing collateral
Tips Card

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

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.
- Rephrase 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.

HLAADV@hearinglossdv.org
www.hearinglossdv.org
925.264.1199

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

President
HLAA-Diablo Valley Chapter
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!