HLAA Chapter Development Workshops

HLAA Branding and Business Tools for Nonprofits

Ann Thomas
HLAA Brand Ambassador
Household Word
Hearing Loss Association of America
We have a lot of competition!
Tools to get the Word Out
HLAA Branding

- **LOGO** gives our organization an identity
- Discontinue using old HLAA logos
- Discontinue using SHHH
- Dispose of old SHHH literature
Current State & Chapter Logos

Hearing Loss Association of America
California State Association

Hearing Loss Association of America
Diablo Valley Chapter
Advertising & Marketing Tools

Contact Tools

- Permanent Mailing Address, PO Box
- Telephone Number
- Domain Name, E-mail Addresses
FREE
Telephone Answering Service

CARE2CALL

Care2call, NINJA NUMBER
https://ninjanumber.com/programs/care2call/
What is a domain name?

@hearingloss-name.org

https://hearingloss-name.org
Business Tools

☑ Letterhead & Envelope
☑ Business Cards
Date—July 15, 2020

Dear Mr. or Ms. Last Name: business letters have a colon after the salutation.

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

Sincerely yours,

Ann Thomas
President

“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. ARTr
Mailing Labels
Business Card

• A networking tool to provide your contact information

• It is not a substitute for a brochure or information card
Sample Business Card

HLAA
Hearing Loss Association of America
Diablo Valley Chapter

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Alamo, CA 94507
925.838.8306
925.588.8515 cell/text
AThomas@hearinglossdv.org

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

Keep it simple
Outreach

☑ Brochure or Information Card
☑ E-mail marketing tool, Mailchimp or Constant Contact
☑ e-News online or Newsletter in print
Attend A Chapter Meeting
for Information Education Support Advocacy

Diablo Valley Chapter Monthly Meeting
1st Wednesday of the month
10:00am
Barbara Grand Rounds Room at Contra Costa
1071 Stanley Dollar Drive
Walden Creek, CA 94596

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

hl@a.org
www.hungarians.org
256-3108

HLAA Hearing Loss Association of America

GET IN THE HEARING LOOP
The Chapter’s Voice for People with Hearing Loss

Listen 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 is captions for TV. I heard how to turn them on.
- For the first time in 15 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 escalate and strobe to alert me. I bought them and now I sleep better at night.

Hearing Accessibility Symbols

Join Us!

Name
Address
City, State, Zip
Telephone

Email

Membership includes HLAA and local Diablo Valley Chapter membership. Inform them of your membership by going to HLAA Diablo Valley Chapter.

[ ] Individual

[ ] Youth/Student

Complimentary Veterans Membership

[ ] Free veteran’s code, www.hearingloss.org

Donations: Please donate. We need your help. Your donation can help us to help other you and our community.

[ ] $25 [ ] $50 [ ] $100 [ ] $500

Other ____________________________

Total received $ ____________________________

Make checks payable to HLAA-DV

30, Danville

Walnut Creek, CA 94596

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

HLAA
Hearing Loss Association of America
Diablo Valley Chapter

www.hearinglossdv.org
Diablo Valley Chapter
Monthly Meeting
1st Wednesday of the month
10:00 am - noon
Rossi Room
Denny Room at Event Center
1821 Stanley Dollar Drive
Walnut Creek, CA 94596

Our meetings are free and open to the public. The room has a hearing loop and we provide captioning and ASL on request.

Information Contact:
Ann Thorne
HLAA@dhvhearinglossdv.org
805-264-1166
We are a 501(c)(3) tax exempt organization

HLAA
Hearing Loss Association of America
Diablo Valley Chapter

Meetings
Learn how to live well with hearing loss
Our members can help you learn 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 poorly and difficult

Donations are accepted.

Hearing Loss Association of America
Diablo Valley Chapter
P.O. Box 915
Walnut Creek, CA 94596
HLAA Educational Literature

Order from the HLAA Online Store
Click on the News & Media Tab

Brochure Downloads/Online Store
Website & Social Media

- Website
- Facebook
- Twitter
- Instagram
Sizing Cover Images & Banners

FREE Basic Account Social Media Templates
First Impressions Count

- 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.
We Live in A Fast Paced World

We Make Quick Decisions
Make it Easy to Skim Information
Content

• Put the most important items first
• You can use short phrases rather than complete sentences
Layout & 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.
Non endorsement?
Thank you for joining us today.

For **Chapter Leader Resources** visit

https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/