50TH ANNIVERSARY
CAMPAIGN GUIDEBOOK

HOW to LAUNCH and DELIVER
STATEWIDE ANNIVERSARY CAMPAIGN

January 19, 2017
This Guidebook provides OACB members an overview and how-to guidelines to launch, promote, and leverage an effective statewide 50th Anniversary Campaign in their local communities.

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CAMPAIGN OVERVIEW

Engage and educate key audiences about the value Ohio’s county boards of DD provide.

Ohio’s county boards of developmental disabilities experience constant change, creating a continual need to deliver clear messages about programming and VALUE to the communities and people we serve.

As a vehicle for this outreach, OACB is launching ALWAYS THERE, a collaborative statewide campaign in 2017 to commemorate the 50th anniversary of Ohio’s county boards of developmental disabilities.

This campaign is not only an opportunity for all 88 county boards to unite and celebrate our shared heritage and accomplishments, but also, and more importantly, to position ourselves for continued future success.

By sharing compelling stories from Ohio’s DD community and history, we hope to engage and educate critical audiences about the value our county boards provide, and how we have been and will continue to be a vital, life-long resource for people with developmental disabilities and their families.

CAMPAIGN OBJECTIVES:

• Educate key audiences about evolving services and supports offered by county boards
• Demonstrate the current and future value of county boards
• Build support for the mission of county boards in their respective communities
• Develop a permanent historical resource about Ohio’s DD community

GENERAL 2017 TIMELINE

January – February: Guide, theme and tool kit launch; story and history submissions
March – October: Launch and execute public campaign, website and advocacy efforts
Summer: Statewide day of community service
October: Anniversary celebration event; official anniversary is Oct. 25, 1967
CAMPAIGN AUDIENCES

It is critical that we be proactive, persuasive, and consistent to reinforce the critical value that county boards provide.

The audiences listed at the right are critical to the success of your county board. Each has a role in understanding and spreading the word about the value of your work. Keep in mind that your internal audiences are important for developing awareness and creating clear understanding that flows outward to other groups.

This campaign will provide programming support specific to these audiences as the program evolves.

For now, please consider NEW ways you can engage these groups during the anniversary year.

KEY AUDIENCES

THOSE WHO DELIVER OUR PROGRAMS
- County board members
- County board employees

THOSE WHO EXPERIENCE OUR PROGRAMS
- People with developmental disabilities
- Parents and family members
- Service providers
- Employers

THOSE WHO PERCIEVE OUR PROGRAMS
- Taxpayers/general public
- Developmental disabilities advocates
- Legislators
- Local and county officials
CAMPAIGN MESSAGES

Consistent and constant messaging will help increase understanding.

The messages summarized below are important for key audiences to understand. You are encouraged to adapt and deliver these messages at every opportunity.

50 YEARS OF HIGH-QUALITY PROGRAMMING
50 years ago, Ohio created our unique system of 88 county boards to support people with developmental disabilities.

OHIO’S SYSTEM IS UNIQUE
• Funds are raised and services are managed at the county level, not the state, to provide better program integration into the communities that we serve
• It supports and serves more than 90,000 children and adults
• Life-long support includes cost-effective funding of services such as: preschool, early intervention, and K-12 school-age services, residential support, and employment, plus advocacy and education to support a person’s integration into the community

CRITICAL NEEDS CONTINUE
Despite federally-mandated changes in the way some services are provided, the mission and purpose of Ohio’s county boards remain intact. County boards will continue to offer vital supports and resources to Ohioans with developmental disabilities and their families.

WE REMAIN THE SOURCE OF FUNDING
While county boards may no longer provide some direct services, we will continue to provide and allocate funding for services for people supported in our county.

WE SHARE A COMMON GOAL
Many of the significant changes to how the county boards support people with developmental disabilities has been driven by parents and families, who have been champions of change to ensure the fullest lives possible for their family members.

Messaging tailored for specific audiences will be provided soon.
IT’S ALWAYS ABOUT STORYTELLING

OUR STRATEGY
There is no better way to connect with our local audiences than to share real and compelling stories from your local DD community.

Our multi-faceted campaign will use storytelling to promote education, awareness, and advocacy among key audiences. The stories will be shared through outreach efforts to gain exposure in local news media and online platforms. Stories will also be used in the social space through Facebook, Instagram, and Twitter, as well as through posters, brochures, and other tools we will provide or help you develop.

STORIES EMPHASIZE NEED & VALUE
We encourage county boards to share stories about their milestones and successes. Those stories can be about achievements or unique individuals, families, service providers, or other advocates who have helped impact the programming in your community. Stories can be in the form of videos, photos, or text.

HISTORY AS A POINT OF REFERENCE
As we celebrate our 50 years, we look back on numerous achievements and milestones. We can help reinforce our value in our communities by showing the impact we have made.

AlwaysThereForOhio.org
Stories will also be a key part of our campaign website, which will include profiles, photos, historical items and a timeline. The website is slated to be ready for public viewing in March.

We request that you do not include the website URL in your communications until we notify you that the website is live.

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HOW TO SUBMIT HISTORY ITEMS & STORIES

SEND US YOUR HISTORY ITEMS

We are collecting photos, documents, videos, and other artifacts of historical significance to help us tell the story about developmental disabilities in Ohio. If you want to submit, please provide the information listed below:

☐ Name
☐ County board
☐ Title
☐ Phone & email
☐ Describe the item
☐ Historical significance

Please submit your history information to the appropriate item-specific email address below:

50documents@oacbdd.org
50photos@oacbdd.org
50videos@oacbdd.org
50artifacts@oacbdd.org

SEND US YOUR STORIES

We want to share your stories! If you know someone with a compelling story, please tell us!

If you have suggestions about stories or people to recommend for interviews, please send the information listed below via email to 50stories@oacbdd.org:

☐ Referrer’s name
☐ County board name
☐ Referrer’s phone & email
☐ Recommended person’s name
☐ County of residence
☐ Relationship to DD community
☐ Person’s unique story
☐ Person’s phone & email
☐ Comments you think are relevant
CAMPAIGN THEME

ALWAYS THERE
50 YEARS OHIO COUNTY BOARDS OF DEVELOPMENTAL DISABILITIES

WHY “ALWAYS THERE”? 
“ALWAYS THERE” has been created as a unifying theme to reflect the continuity of support, sense of security, and history of partnership offered by county boards throughout the past, in the present, and as we look toward the future.

This theme was developed as a focal point for storytelling and audience engagement to support these concepts:

• Reinforces the reliability of county boards
• Represents the critical and always-present individual and community need for support
• Reassures individuals and families uneasy with change

YOUR BOARD’S PERSPECTIVE

The theme can be adapted to the circumstance and tone of your individual board’s stage in the privatization process which likely matches one of these scenarios:

PRIVATIZED DIRECT SERVICE
The board has gone through a significant change, but you or your family member will continue to receive quality care and ongoing support through case management, service coordination, and funding. We are ALWAYS THERE when you need us.

IN PROCESS OF PRIVATIZING DIRECT SERVICE
Change can be scary and difficult, but we want to reassure you that the board will continue to be a vital support resource for you or your family member now and in the future. We are ALWAYS THERE when you need us.

NOT YET PRIVATIZING DIRECT SERVICE
Change is coming, but we will remain a constant in your life or the life of your loved one. We have always been there to assist with case management, service coordination, and funding. We are ALWAYS THERE when you need us.
ADAPTING THE CAMPAIGN THEME

ALWAYS THERE
50 YEARS OHIO COUNTY BOARDS OF DEVELOPMENTAL DISABILITIES

PRIMARY LOGO
The logo may be used and adapted in a variety of ways. The descriptive tagline at the bottom may be changed to reflect your county board name.

EXTENDING THE THEME
The ALWAYS word has a wide range of applications and can be adapted to communicate about positive experiences, needs, and accomplishments of any individual or group connected to your programming. Two examples are shown and described below.

Adaptation of ALWAYS
We encourage the use of the ALWAYS theme to extend and emphasize key story elements. By replacing text with a “handwritten” font, we can be more personal with real stories while remaining connected to the primary theme and logo.

Personification
The customized theme can be personalized with real names for individual stories.

You are encouraged to use the logo on your letterhead, email signatures, newsletters, social media graphics, and all other communications.

See Graphic Standards at AlwaysThereForOhio.org/toolkit

ALWAYS MOVING FORWARD

SUSAN IS ALWAYS caring
CAMPAIGN EXAMPLE: POSTERS

TWO TYPES OF POSTERS
We know that posters are a popular tool for our members to communicate in their communities. We are currently developing two sets of posters.

STATEWIDE CONTENT POSTER
One poster design will include a complete story with photo support in a ready-to-go format. You just need to order and print from the artwork supplied in the online tool kit.

CUSTOM LOCAL POSTER TEMPLATE
The second set of artwork will provide a template that can be adapted to include your photos and stories from your local community. The posters will be made available in at least two digital software formats that will allow for easy updates and changes.

Both sets of materials are under development and will be some of the first items available in the online tool kit.
ONLINE TOOL KIT

RESOURCES YOU CAN USE
An important part of the campaign are the communications tools and resources we are developing to help county boards implement the campaign in their communities.

CAMPAIGN GUIDEBOOK
The guidebook you are reading now provides background and insights to help you launch the campaign.

ONLINE TOOL KIT
We have also established an online tool kit with a library of downloadable resources, including a full set of logos and graphic standards. Simply visit the site and click the links to download the related materials.

Visit the tool kit page here: AlwaysThereForOhio.org/toolkit

TOOL KIT RESOURCES
The online tool kit will house a growing list of items that your team can use to build your local program.

INITIAL LAUNCH ITEMS:
• Campaign Guidebook
• ALWAYS THERE logo art & resources
• Campaign checklist

PLANNED FUTURE ITEMS INCLUDE:
• Detailed graphic standards
• Posters & templates
• Social media graphics
• Brochure
• Story images
• History images & stories
• News releases
• Videos
• Other programming support tools
WHO TO CONTACT FOR HELP

This program has been developed by the Ohio Association of County Boards of DD on behalf of its members. The association will assist members, when possible, with local deployment of the program.

We also have the support of FrazierHeiby, a strategic communications firm that has helped develop the campaign and support kits.

Please contact the appropriate resource as noted on the right so we can quickly address your needs.

STORY & HISTORY ITEM SUBMISSIONS
  - Stories: 50stories@oacbdd.org
  - Documents: 50documents@oacbdd.org
  - Images: 50photos@oacbdd.org
  - Videos: 50videos@oacbdd.org
  - History Items: 50artifacts@oacbdd.org

QUESTIONS ABOUT THE CAMPAIGN
If you have ideas or questions about the program, please contact:
  - Adam Herman
  - OACB Director of Communications
  - Email: aherman@oacbdd.org
  - Office: 614-431-0616 ext. 7997
  - Mobile: 330-904-0930

TECHNICAL ASSISTANCE
If you need advice and support on use of theme, artwork or campaign materials, please contact:
  - Email: AlwaysThereSupport@frazierheiby.com
  - Phone: 614-702-2128

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NEED HELP?
JANUARY CAMPAIGN CHECKLIST

☐ Review this guidebook.

☐ Consider your key audiences. Who requires additional information to improve their understanding of your board’s services and value?

☐ Discuss how your team will adapt the campaign for your board. Plus, how can you support statewide campaign efforts?

☐ Outline a list of possible story ideas about individuals, families, providers, or supporters for your local efforts.

☐ Provide story ideas to OACB.

☐ Dig into your archives to find historical items and share them with OACB.

☐ Share feedback about the campaign.