

# ***Case for Inclusion 2020 Outreach Toolkit***

## Toolkit Instructions

Thank you for your interest in helping the ANCOR Foundation and United Cerebral Palsy spread the word about the *Case for Inclusion 2020*!

This toolkit is designed to make it easy for you to help spread the word about the *Case* and its accompanying resources. The toolkit is a Dropbox folder which includes four documents (beyond this set of instructions) to help you easily create and share content. It also includes a subfolder with images designed for easy sharing on social media.

Each tool in this toolkit has content that can be customized with data for your state. The easiest way to navigate to the data you want is to visit [caseforinclusion.org](http://caseforinclusion.org) and click on 'Download the Report' for an overview and national outlook, 'Explore Data by State' for state-specific information, or 'Explore Data by Issue' to hone in on a specific topic area.

The documents in this toolkit beyond the instructions found here include:

**2 - Sample Social Media Posts:** This document contains sample social media posts, to promote either national or state-specific highlights from the *Case*. You're welcome to copy, paste and publish that content to your social media channel as-is, or you can customize to incorporate your organization's voice. If you customize this content, please be sure to keep the #CaseForInclusion hashtag and the link to the website in your Tweets and Facebook posts.

**3 - Long-Form Content:** This document offers two different versions of copy—a short version and a longer version—that you can use for any longer-form content you may want to leverage in your efforts to spread the word about the *Case*, including blogs, newsletters, emails to your networks and the like. These narratives summarize some of the significant *Case for Inclusion* findings. They can be customized as well to highlight something you or your state find interesting or important.

**4 - Media Outreach:** This tool includes ideas for how you can use the *Case* to engage with the media. Whether you want to reach out to a press contact you already know or craft an op-ed that explains the need for investment in I/DD supports and services, we've laid out a few ideas to help you get started.

**5 - National Press Release:** This resource can be used as you attempt to spread the word about the *Case for Inclusion*, or adapted for the context of your own state to help engage reporters with whom you already have a relationship.

If you have questions about how to use any of the contents of this toolkit, please contact Sean Luechtefeld, Communications Director for ANCOR and the ANCOR Foundation, at [sluechtefeld@ancor.org](mailto:sluechtefeld@ancor.org).

