

Case for Inclusion 2020 Outreach Toolkit

Big Ideas for Deepening Your Engagement

The ANCOR Foundation and United Cerebral Palsy (UCP) have designed the *Case for Inclusion* to be a tool that you can use in your efforts to raise visibility for the challenges facing people with disabilities and their providers among communities and in front of lawmakers.

With that purpose in mind, this document offers five big ideas for how you could use the *Case for Inclusion* report and accompanying data tools, starting now, to raise the profile of community-based disability services throughout the states.

Ready to engage? Consider these ideas:

- **Attend a town hall meeting hosted by one of the 2020 presidential candidates and use the *Case for Inclusion* data to frame a question** about what that candidate would do to address the problem if elected. For example: “Hi [candidate name], I’m [your name] and I am a disability advocate in [your state], where we’re seeing a really high turnover rate among direct support professionals. What would you do if elected to alleviate this problem so people with disabilities can access the support they need?”
- **Customize the national press release with data for your state and share it with media contacts** with whom you’re already familiar. You can make the press release your own by emphasizing specific data points from your state’s scorecard, adding in a quote from someone at your organization, putting your own name as the point of contact and more.
- **Write and place an op-ed.** National and state-specific data can be found at caseforinclusion.org, and these data can be great fodder for opinion pieces. You can also use the Longer-Form Content (document #3 in this toolkit) as a starting point for crafting the right message.
- Use the workforce data to **create a one-pager and attach that one-pager to the invitation you send to your members of Congress to become a DSP for a day.**
- **Request a meeting with reporters and editors from local news outlets** to brief them on the overall findings of the report, as well as what challenges your agency faces and how lawmakers can invest more deeply in I/DD supports and services.

If you are interested in pursuing any or all of these opportunities, we’d love to help! To coordinate efforts, and to make sure we can amplify the important work you’re doing, contact Sean Luechtefeld, Communications Director for ANCOR and the ANCOR Foundation, at sluechtefeld@ancor.org.

