

4-14-15

To: Employment First Stakeholders

Message From: Statewide Employment First Coordinator Mike Maley

Re: Statewide Marketing Campaign

In the next few months, the Employment First team, in coordination with partners in Vocational Rehabilitation, the Office of Developmental Disability Services, the Oregon Department of Education and the Oregon Council on Developmental Disabilities, are launching a statewide marketing campaign.

Based on focus group testing performed around the state, we are proud to announce our campaign theme is: "[I Work. We Succeed.](#)"

The idea behind the theme is: When people with intellectual and developmental disabilities (I/DD) work in their communities, everyone succeeds. With the right job and supports, everyone can work. I Work We Succeed is part of the outreach efforts by Oregon's Employment First initiative to promote the benefits of paid, integrated work in community jobs for people with I/DD.

You will begin to see images and quotes taken from real job success stories appear around the state in billboards, newspaper ads, transit, social media, and much more.

There is a brand toolkit where you can use the "I Work We Succeed" logo for your own local materials, as well as the brochure and poster. Regional posters highlighting real job successes will be available in May 2015.

There has been a strong desire for this campaign to be regional. Expect to see local people with I/DD working in local jobs featured prominently in future campaign ads and materials.

We encourage you to share this information broadly, and don't hesitate to contact us if you have questions about the campaign or want help using any of the materials.

We also have launched the Employment First Facebook page, where success stories and other information related to the I Work We Succeed campaign can be shared. Please like the page at: <https://www.facebook.com/OREmploymentfirst> or check us out on the web at: <http://iworkwesucceed.org/>

Thank you all for your continued involvement, support, and advocacy for services to individuals with intellectual and developmental disabilities in Oregon.

If you have comments or other questions, please email them to employment.first@state.or.us.