I Work We Succeed Campaign

Background: Governor's Executive Order 15-01 calls for an Outreach & Awareness Plan.

As part of that plan, Employment First launches a statewide marketing and outreach campaign to address the benefits of working in the community.

Goals of Campaign: Phase 1

- General awareness that people with intellectual and developmental disabilities can work in integrated community jobs
- Show real successes of people working
- Outreach to employers about benefits
- Outreach to parents/families

Focus Group Testing

- Focus on individual accomplishment (I Work) and community benefit (We Succeed)
- Bright, modern colors
- Photos should reflect relationships and show people working
- Regional/local focus.

I WORK WE SUCCEED
EMPLOYMENT FIRST

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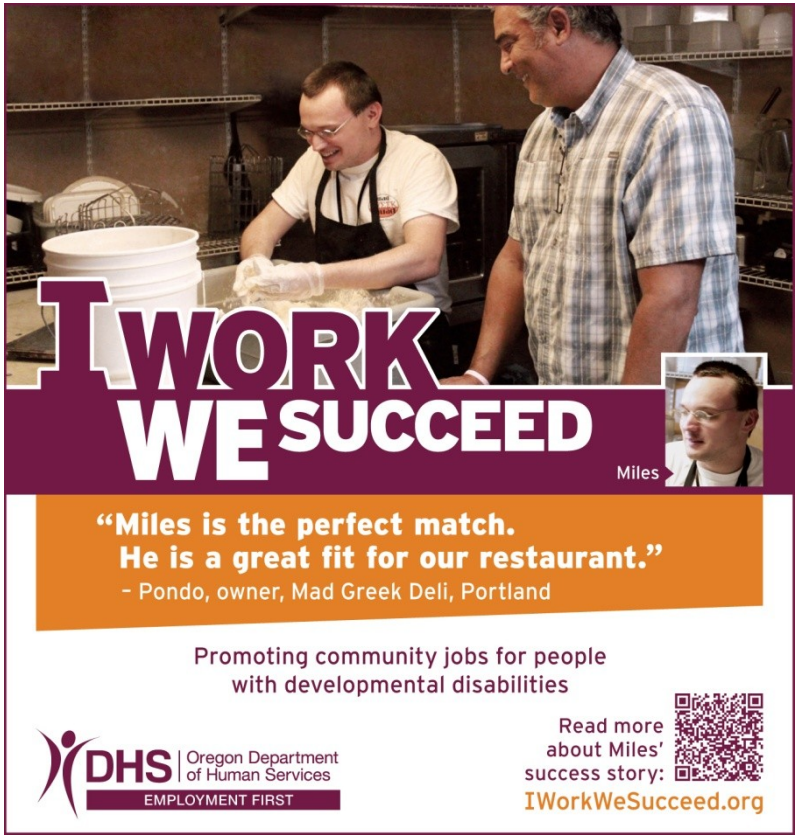
The Campaign

- Mix of paid media: newspapers (print and online), online marketing, Facebook ads, billboards, transit and radio: all regional success stories featured.



Shown: Ad to be featured in July issue of Oregon Business Magazine

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The Campaign

- Ads start June 17 and will roll out throughout the summer.
- Messages will appear in business publications, local newspapers, news websites, billboards, buses, and radio PSAs.

Shown: Example of clickable online web ad for "NRToday," Roseburg's online news site.

Shown: OregonLive.com web banner ad.

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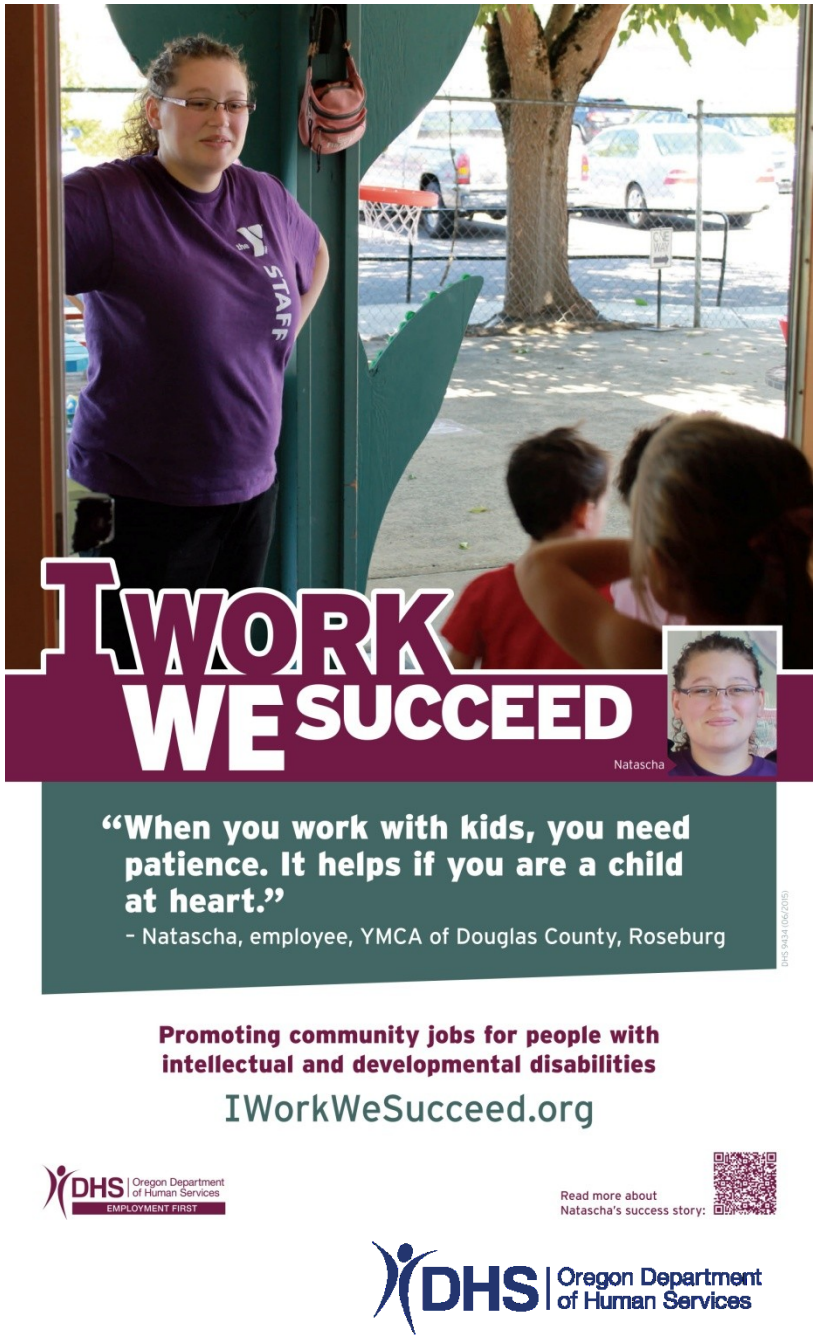
Brand Toolkit

Use the tools!

- Five regional posters: available for download on the website: http://www.oregon.gov/dhs/employment/employment-first/Pages/I-Work-We-Succeed.aspx
- Employment First Brochure with customizable insert for your local area.
- I Work We Succeed logo for download.



What can you do?

- Distribute the brochures and posters, and use the I Work We Succeed logo in all your Employment First-related materials.

Parents and Students with Disabilities

Transition and Employment for Individuals with Intellectual / Developmental Disabilities

Come and visit: have a goodie and discuss the following with Katherine Palmer, parent of a 25 year old son with I/DD, Oregon Council on Developmental Disabilities family member, The Arc Umatilla County past president, and Umatilla County Employment First member

- "Planning My Way to Work", receive a transition guide for students with disabilities leaving high school, a booklet by Oregon Council on Developmental Disabilities
- "Frequent Questions and Answers" from Oregon DHS Employment First, For July 1, 2015 Shelter Work Shop changes
- Employment First slogan, I Work --- We Succeed, promoting community jobs for people with Intellectual and Developmental Disabilities

June 8, 2015 **Monday**	**10 to 11:30 am** Enterprise, OR -- ***Cloud 9 Bakery & Deli***, 105 SE St.
June 9, 2015 **Tuesday**	**10 to 11:30 am** Pendleton, OR – ***Buckin' Bean Coffee Roasters***, 405 NW Despain Ave
June 15, 2015 **Monday**	**10 to 11:30 am** Baker City, OR – ***The Little Pig***, 3685 10th St.
	1:30 to 3 pm LaGrande, OR -- ***Joe & Sugars Cafe***, 1119 Adams Ave
June 16, 2015 **Tuesday**	**10 to 11:30 am** Hermiston, OR – ***Obie's Express***, 540 S Highway 395
	1:30 to 3 pm Milton-Freewater, OR – ***Nature Garden Florist and Gifts***, 101 West Broadway

I WORK WE SUCCEED EMPLOYMENT FIRST

The Arc of Umatilla County Achieve with us.

Oregon Council on Developmental Disabilities

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What Can You Do?

Spread the word in your local communities about your own success stories!

Bend Employment First team pitched Katie's success story and it was covered on their local TV news.

What Can You Do?

Use social media and local resources to keep stakeholders involved and promote I Work We Succeed!

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Share your successes!

Share your success stories on your own web pages and social media tools, and then tell us about it. Let us know how you are spreading the word of the "I Work We Succeed" campaign in your local area. We will repost and share!

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Questions?

Email: employment.first@state.or.us

Web: IWorkWeSucceed.org

Facebook:
www.facebook.com/ORemploymentfirst

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