

In class assignment

Picked options

Option 3

External funding for materials, bus passes, and refreshments.

Needed because resources are vital for those facing reentry. The resources allow for a more tailored program, while also offering assistance to individuals who are already struggling.

Option 2

Free access to partner's educational facility

Would allow access to additional resources, specifically for GED materials (for training).

Inputs- External funding for materials, bus passes, and refreshments. and Free access to the partner's educational facility

By not choosing option 1, we are forgoing the potential boost of capacity the new We Inc. facilitators would provide.

Activities- Provide free transportation between both facilities for members, pay for their books, training, food. (Any materials that members need to succeed in both NPOS)

Put them into existing programs for job training, life skills training, and other educational programs that We Inc. already has.

Programs could take place at the GED NPO, could enable the sharing of resources that enhance existing services.

Measured by the total individuals who gain employment after the program, the total number of GED recipients. Measure the total number of individuals who take part in both programs, compared with the number who only do one program. Compare numbers to statistics of the previous cohort.

Not picked

Option 1

Although trained staff from We Inc. would be helpful, We Inc. can better provide its resources in addition to the existing materials.

Part 2

First, decide if We Inc. desires ease of implementation or new interns, even with added difficulty. Determine the level of flexibility We Inc. has. This clash of schedules would create a situation in which staff would either need to change their current schedules, or youths would have to sparingly take part in the program due to schedule constraints. Transportation would be more difficult later, as using public transportation at night could make some weary. The late time would also necessitate schedule changes for We Inc., as they normally do not operate at that time

Part 3:

Bus passes, materials such as books or supplies, training, intern pay, food, drinks, other forms of transportation if needed, staff cost(this would be very expensive) of expanded schedule(afternoon interns),
(facility rental covered with option 2)

What to cut?

Marketing for We Inc.

What the actual marketing would look like/ what it would focus on

Key selling point/s on the partnership

Youth Towers-
No social media

Exceptional Foundation
Texts and emails
More focus on the life skill training

Boys and Girls club of alabama
Focus on the fact that it's a wrap-around service, as kids hit 18 and age out, they are referred to We Inc. to build vocational and life skills.

Disability Rights and Resources
Targeting families and guardians of those with disabilities. Those seeking opportunities for family members that
Focused on self-sufficiency

CHATGPT RESPONSE:

JOINT MARKETING CONCEPT

Partners:

- **WE Inc.** – creating employment and training opportunities for individuals with disabilities.
- **Disability Rights & Resources (DRR)** – supporting people with disabilities in self-advocacy, independent living, and community participation.

Shared Goal

To inspire and equip **parents and guardians of people with disabilities** to support their loved ones in building:

- **Self-sufficiency:** earning income, contributing, and living with greater independence.
- **Self-agency:** making decisions, advocating for themselves, and taking ownership of their goals.
- **Confidence through work:** showing that employment can be empowering, fulfilling, and possible with the right supports.

1. Campaign Theme and Tone

Tone:

- Encouraging, hopeful, and family-centered.
- Empowering, not “charitable” — highlight ability, growth, and dignity.
- Respectful of parents’ protective instincts, while helping them reimagine what independence can look like.

Core Message:

“With the right supports, your loved one can build a future full of purpose and possibility.

Work isn't just a job — it's a path toward confidence, community, and independence.”

Possible Campaign Names:

- *Pathways to Independence*
 - *Empower Their Future*
 - *See What's Possible*
 - *Independence in Action*
 - *Beyond Barriers: Building a Life with Purpose*
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2. Key Messaging Pillars

Theme	Parent/Guardian Message	Visual / Emotional Hook
Self-Sufficiency	“Meaningful work helps your loved one develop skills, earn income, and gain a sense of pride.”	Show individuals with disabilities at work — smiling, engaged, part of a team.
Self-Advocacy	“Self-advocacy begins when we give space for their voice. We can guide without limiting.”	Portray parent and adult child side-by-side — the parent encouraging, not directing.
Community Inclusion	“Employment connects people to their community — coworkers become friends, workplaces become support systems.”	Images of integrated workplaces, community participation.
Hope & Possibility	“You've always believed in them — now see what's possible when belief meets opportunity.”	Highlight personal success stories of WE Inc. participants who have found purpose through work.

3. Marketing Activities

a. Joint Information Sessions

Title Example: “Building Independence: How Work Empowers People with Disabilities”

- Co-hosted by WE Inc. and DRR.
- Aimed at parents/guardians — includes family testimonials, Q&A with employment specialists, and self-advocacy coaches.
- Optional breakout: “Supporting your loved one in taking the next step.”

b. Storytelling Campaign

“See What’s Possible” Video & Social Series

- Short videos featuring individuals with disabilities in jobs they love, with comments from their parents: “At first, I wasn’t sure he could do it — now I can’t imagine him without his job.”
- Use on social media, websites, newsletters, and local TV or community events.
- Hashtags: #EmpowerTheirFuture #SeeWhatsPossible #IndependenceThroughWork

c. Brochure or Flyer

Front:

Headline — *“Helping Your Loved One Build Independence and Confidence through Work”*

Image — Smiling employee with disability, parent in background proud and supportive.

Inside:

- Explanation of how WE Inc. creates job and training opportunities.
- Overview of DRR’s advocacy and support services.
- Testimonials from families.
- Call to action: “Let’s explore what’s possible — contact WE Inc. or DRR to learn how we can support your loved one’s journey.”

d. Parent Resource Guide (Digital & Print)

Title: *“Empowering Your Loved One: A Parent’s Guide to Employment & Self-Advocacy”*

Contents:

- Why work matters — confidence, independence, inclusion.
- Overcoming fears and common myths (“It’s too stressful,” “They’ll lose benefits,” “They can’t handle it”).
- Steps to get started: assessment, training, advocacy, support services.
- Local resources and contact info for both organizations.

e. Community Events / Fairs

- Partner presence at disability resource fairs, back-to-school nights, or family events.
- Interactive display with parent testimonials, short videos, and information about how employment supports independence.

4. Example Messaging Pieces

Short Brochure Paragraph:

Every parent wants to see their child thrive. For individuals with disabilities, meaningful work is one of the most powerful ways to build confidence, self-advocacy, and independence.

WE Inc. and Disability Rights & Resources work together to help people with disabilities discover their strengths, prepare for work, and find jobs that match their goals — while supporting families every step of the way.

Social Media Example Post:

 *Independence starts with opportunity.*

Parents and guardians — you've been the foundation of your loved one's growth. Now, help them take the next step toward self-sufficiency through meaningful work.

Learn how WE Inc. and Disability Rights & Resources partner to open doors for people with disabilities: [link]

#EmpowerTheirFuture #SeeWhatsPossible #DisabilityInclusion

Event Promotion Example:

 Join us for “Empower Their Future: How Employment Builds Confidence and Independence”

A free event for parents and guardians of people with disabilities.

Hear from families, advocates, and professionals on how employment and self-advocacy transform lives.

Hosted by WE Inc. & Disability Rights & Resources.

5. Visual and Tone Guidelines

- Warm, family-centered imagery (parents and adult children together).
 - Use real stories whenever possible — authenticity builds trust.
 - Accessible design: large print, high contrast, captions on videos.
 - Language checklist: **Ability-focused, respectful, empowering, action-oriented.**
 - Say: “people with disabilities” not “the disabled.”
 - Say: “building independence,” not “becoming independent from family.”
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6. Next Steps

1. **Choose a campaign name** (e.g., *Empower Their Future*).
2. **Develop visuals** – photography or short videos featuring real participants.
3. **Create a 1-page flyer + digital version** (I can draft that next).
4. **Set joint outreach schedule:**
 - Press release or newsletter launch.
 - Social posts over 4–6 weeks.
 - Parent info session or virtual event within 2 months.

ChatGPT

Empowering Independence: Together, We Build Pathways to Purpose

We Inc. and Disability Rights and Resources (DRR) are proud to partner in supporting individuals with disabilities on their journey toward greater self-sufficiency, confidence, and meaningful employment. Together, we believe that every person deserves not only the opportunity to work, but also the right environment to thrive with dignity and self-agency.

Building Confidence Through Employment

Work is more than a paycheck — it's a powerful source of confidence, personal pride, and community belonging. Through tailored supports, coaching, and advocacy, We Inc. and DRR help participants build the skills and mindset needed to succeed in today's workforce. Our shared goal is to help individuals recognize their own strengths, take ownership of their future, and develop a sense of accomplishment that extends far beyond the workplace.

A Partnership That Protects and Empowers

Our collaboration ensures that employment is both empowering and safe.

- Disability Rights and Resources provides education, advocacy, and tools that promote independence and help individuals understand their rights in the workplace.
- We Inc. offers individualized support and ongoing check-ins with participants and employers — helping ensure a positive work experience while addressing any potential challenges early on.

Together, our programs are designed to reduce the risk of workplace mistreatment by equipping participants with both the knowledge to self-advocate and the support network to intervene when needed.

Why This Matters for Families

For parents and guardians, this partnership represents peace of mind. You can trust that your loved one will not only gain meaningful work experience, but also grow in confidence, communication, and independence — all within a structure that prioritizes safety, dignity, and personal growth.

Every success story starts with support. With We Inc. and DRR working side by side, we are creating opportunities where individuals with disabilities can shine, grow, and lead fulfilling lives.



LUNCH & LEARN

Our mission is to help people with barriers find employment and are looking to partner with other NPOs.

CALLING ALL DONORS, PARENTS & GUARDIANS, & POTENTIAL NPOS

We are excited to provide an insightful documentary that showcases the beneficial work that our organization carries out.

JOIN US AT



 WE

LUNCH & LEARN AT WE INC.

EMPOWERING LIVES THROUGH EMPLOYMENT

DISCOVER THE MISSION

Join us for an inspiring afternoon as WE Inc. shares its commitment to helping individuals overcome barriers to employment. Learn how our programs create pathways to independence, dignity, and success.

WHAT TO EXPECT

- EXCLUSIVE SCREENING of the WE Inc. Documentary
- LIVE Q & A with program leaders and participants
- NETWORKING OPPORTUNITIES with other nonprofits

WHO SHOULD ATTEND

- DONORS & SPONSORS:
See your impact in action
- PARENTS & GUARDIANS: Learn how WE Inc. supports your loved
- NONPROFIT LEADERS: Explore partnership opportunities
- COMMUNITY ADVOCATES:
Be part of the change

DONORS AND NPOs LOOKING TO PARTNER

WHY IT MATTERS

WE Inc. is more than a workplace—it's a launchpad for lives. By partnering with us, you help build a future where everyone has a chance to thrive.

RESERVE YOUR SPOT TODAY!*



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