



HLAA Chapter Development Workshops

HLAA Branding and Business Tools for Nonprofits

Ann Thomas

HLAA Brand Ambassador

D
R
E
A
M

Household Word

Hearing Loss Association of America



We have a lot of competition!



Tools to get the Word Out

HLAA Branding

- **LOGO** gives our organization an identity
- Discontinue using old HLAA logos
- **Discontinue using SHHH**
- Dispose of old SHHH literature

Current State & Chapter Logos





HEARING HELP

PROGRAMS & EVENTS

CHAPTERS & STATE ORGS

MAKE AN IMPACT

NEWS & MEDIA

ABOUT HLAA

Chapter Leader Resources

HLAA Logo and Chapter Logos

hearingloss.org/chapters-state-orgs/chapter-leader-resources/

Advertising & Marketing Tools

Contact Tools

- ☒ Permanent Mailing Address, PO Box
- ☒ Telephone Number
- ☒ Domain Name, E-mail Addresses

FREE
Telephone Answering Service

CARE2CALL

Care2call, NINJA NUMBER

<https://ninjanumber.com/programs/care2call/>



What is a domain name?



@hearingloss-name.org

<https://hearingloss-name.org>



Business Tools

- ☒ Letterhead & Envelope
- ☒ Business Cards

Letterhead



Date—July 16, 2020

•
•

Name
Title
Company
Address
City, State, Zip

Subject: optional

•

Dear Mr./Ms. Last Name: business letters have a colon after the salutation.

•

Body—single space, no indent, double space between sections.

•

Sincerely yours,

• 4 Spaces for signature

A handwritten signature in black ink, which appears to read "Ann Thomas", is positioned above the typed name.

Ann Thomas
President

•
•

"Enclosure" (2)

Reference Initials—If someone other than you typed the letter you will include your initials in capital letters followed by the typist initials in lower case. ART/at

P.O. Box 5495 Walnut Creek, CA 94596-1495 • 925.264.1199 • HLAADV@hearinglossdv.org • www.hearinglossdv.org



Envelope



P.O. Box 5495
Walnut Creek, CA 94596-9998

Hearing Loss Association of America
7910 Woodmont Avenue, Suite 1200
Bethesda, MD 20814



Mailing Labels



Business Card

- A networking tool to provide your contact information
- It is not a substitute for a brochure or information card

Sample Business Card



Keep it simple



Outreach

- ☒ Brochure or Information Card
- ☒ E-mail marketing tool, Mailchimp or Constant Contact
- ☒ e-News online or Newsletter in print

Brochure Side 1

Attend A Chapter Meeting

for
Information
Education
Support
Advocacy

Diablo Valley Chapter Monthly Meeting

1st Wednesday of the month

10 - noon

Rossmore

Donner Room at Creekside
1021 Stanley Dollar Drive
Walnut Creek, CA 94595



We provide
communication access

Our meetings are captioned. The
meeting room has a hearing loop.
ASL on request.



GITHLinfo@hearingloss.org

7.9.20



Are you having difficulty
understanding speech?

Learn
how
to live
well with
hearing
loss

info@hearinglossdv.org
www.hearinglossdv.org
925.264.1199



Brochure Side 2

The Chapter's Voice for People with Hearing Loss

Relax with people like yourself who understand, you don't have to apologize.

Learn about programs and services to help you hear better, like the California Telephone Access Program (CTAP).

Learn about your rights and how to advocate for better hearing accessibility.

Members are Talking

- I needed new hearing aids. Members shared their experiences with the latest models and I hear better now.
- There are captions for TV. I learned how to turn them on.
- For the first time in years, I could participate in a meeting. The meetings are captioned and they have a hearing loop.
- I learned about Cochlear implants; got one. WOW!
- I learned about special smoke and carbon monoxide detectors that vibrate and strobe to alert me. I bought them and now I sleep better at night.

Hearing Accessibility Symbols



Access for Hearing



Access Hearing Loop



Communication Access
Real-Time Translation



Open Captions

Join Us!

Date _____

Name _____

Address _____

City, State, Zip _____

Telephone _____

Email _____

Membership includes HLAA and local Diablo Valley Chapter memberships. Fifteen dollars of your membership fees will go to HLAA Diablo Valley Chapter.

☐ \$35 Student

☐ \$50 Individual

☐ \$70 Couple

☐ \$95 Professional

Complimentary Veterans Membership

☐ Veteran—see HLAA website, www.hearingloss.org

Donations: Please donate! We need your help. Your donation can help us better serve you and our community.

☐ \$100

☐ \$75

☐ \$50

☐ \$25

☐ \$10

Other _____ no amount too small

Total enclosed \$ _____

Make checks payable to
HLAA-DFV
P.O. Box 5485
Walnut Creek, CA 94596-1485

We are a 501(c)(3) tax exempt organization.
Your dues and donations may be tax deductible.



Information Cards



www.hearinglossdv.org

Diablo Valley Chapter Monthly Meeting

1st Wednesday of the month

10:00 am - noon

Room

Donner Room at Event Center
1021 Stanley Dollar Drive
Walnut Creek, CA 94595

Our meetings are free and open to the public. The room has a hearing loop and we provide captions and ASL on request

Information Contact:

Ann Thomas
HLAADV@hearinglossdv.org
925.264.1199

We are a 501(c)(3) tax exempt organization



Meetings

Learn how to live well with hearing loss

Our members can help you learn how to hear better:

- ☐ On the telephone
- ☐ In meetings
- ☐ Watching TV
- ☐ In restaurants or at parties

Meeting topics may include:

- ☐ The latest in hearing aids or Assistive Listening Devices (ALDs)
- ☐ Coping strategies
- ☐ Cochlear implants
- ☐ General sharing of information and encouragement in coping with hearing loss
- ☐ What is being done at the national and state levels to make hearing loss less costly and difficult

Donations are accepted.

Hearing Loss Association of America
Diablo Valley Chapter
P.O. Box 5495
Walnut Creek, CA 94596



HLAA Educational Literature

Order from the HLAA Online Store
Click on the News & Media Tab

Brochure Downloads/Online Store



Website & Social Media

- ☒ Website
- ☒ Facebook
- ☒ Twitter
- ☒ Instagram

Sizing Cover Images & Banners



FREE Basic Account
Social Media Templates

First Impressions Count

- New members decide if they would like to come to one of our meetings based on our advertising.
- Donors gauge our ability to carry out our mission based on how we present ourselves.

We Live in A Fast Paced World



We Make Quick Decisions

Make it Easy to Skim Information

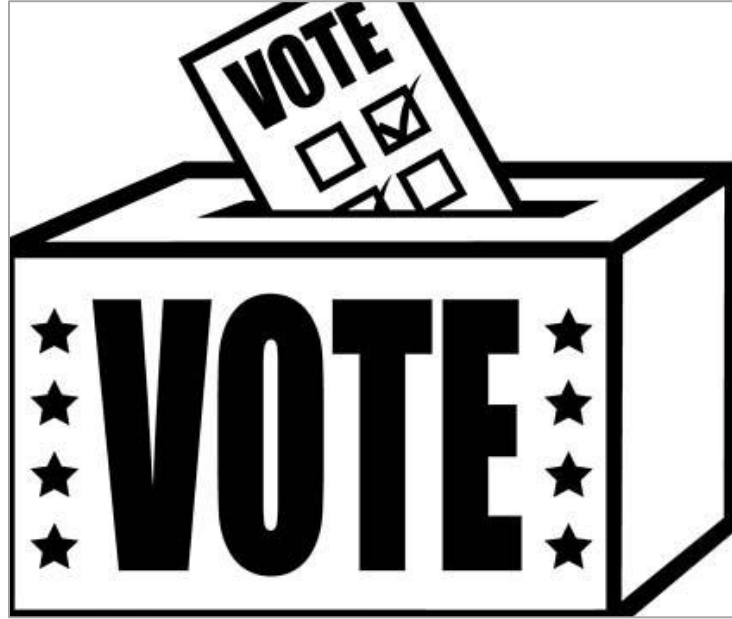
Content

- Put the most important items first
- You can use short phrases rather than complete sentences

Layout & Design

- Think of the document as a picture.
- Rather than underlining, use **bold**, increase font size, change font, use **color**.
- Italicize for proper conventions—book titles, periodicals, operas, symphonies.

Non endorsement?



5 Questions



Ann Thomas

AThomas@hearingloss.org





Thank you for joining us today.

For Chapter Leader Resources visit

<https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/>