

NAEPB Marketing Committee Meeting

March 13, 2024

Marketing Priorities Identified during the 2024 NAEPB Retreat

1. Support the business growth (revenue / employment) of the program through the 1% DoD Utilization Goal and other pro-growth messaging
2. Education: Position NIB/NAEPB as the subject matter experts for blind employment to educate decision-makers / influencers about our program and our jobs (they are real, and they matter) while combating the negativity pushed by other groups

Overarching Objective:

Align with the public policy priorities of NAEPB

Objectives

- Educate elected officials and policymakers about the **value of NIB/NAEPB** as the **subject matter experts** for blind **employment growth** and the work of NIB's associated nonprofit agencies
- Mitigate negative perceptions
- Not a national public education campaign



Measurable Goals / What Does Success Look Like?

- Reversed-execution approach – a notable new method is the mobilization of both Advocates and NPA grassroots efforts
- Addition of new creative assets (podcasts, live videos as future marketing collateral)
- KPIs to measure success (both grassroots and digital)
- Focus on tangible and actionable results – both grassroots and digital KPIs
- Bifurcate messaging based on conservative or progressive audience segments

The Audience

Target Audience

Congressional leaders
Staff
Congressional Influencers
AbilityOne Commission

Audience Problems

Awareness concerns about the program and the magnitude of its impact on the employment of people who are blind

Combating the negativity pushed by other groups

2024 Marketing Campaign Execution

- **Interpersonal Communication: Facilitate conversations between stakeholders and policymakers**
 - Equip and train internal stakeholders to execute through interpersonal tactics
 - Leverage Public Policy Forum for campaign launch
 - Hill meetings
 - Agency visits
 - Town halls
 - Podcast guests/interviews
- **Direct Communication: Steady drumbeat of social media, email, podcasts, and videos that coordinate with and augment shoe-leather lobbying and advocacy**
 - Geofencing
 - Digital and social channels
 - Email (Bloomberg Government)
 - Podcast content
- **Supporting Precise Digital Advertising**

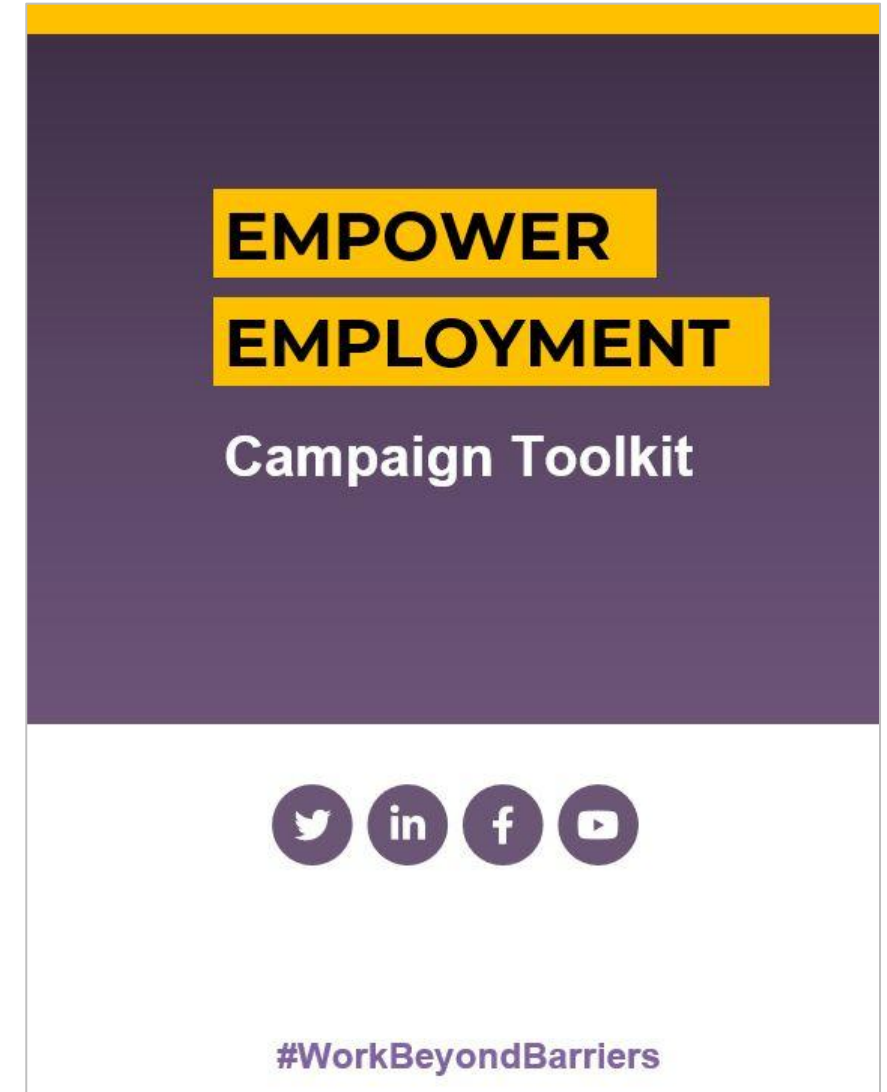
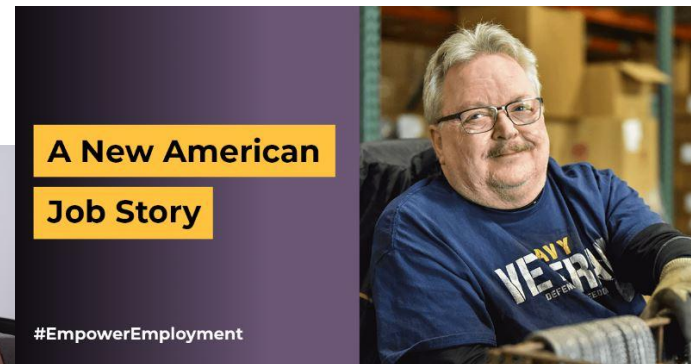
Grassroots Efforts: Overview

- Mobilize NPAs to support the Government Relations Campaign through localized grassroots efforts
- Increase campaign exposure among the targeted audience and extend it to other vested constituents
- Reinforce the messaging delivered to policymakers on the Hill by personalizing it and connecting to the community
- Generate more conversions, including meetings / visits, ultimately helping to achieve the goal of telling our collective story and protecting and expanding employment for people who are blind



Grassroots Campaign Stakeholders

- Advocates for Leadership and Employment
- GR, PR, and marketing contacts at NPAs
- Marketing / social media committees
- Agency CEOs / Leaders for Success Stewardship



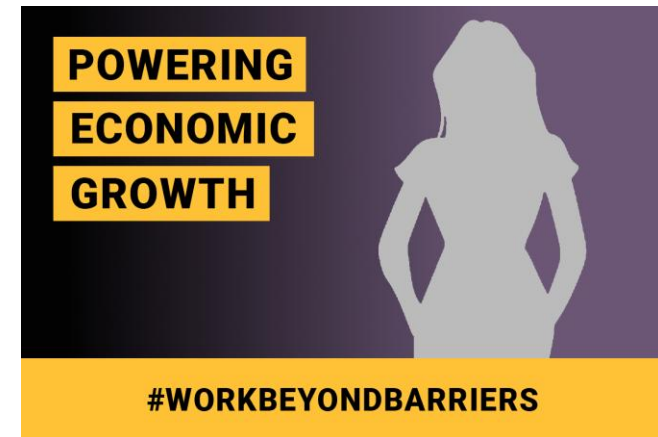
Grassroots Efforts Tools

- Toolkit distributed to Advocates for Leadership and Employment, GR and PR personnel, members of the NAEPB marketing and social media subcommittees, and Employees of the Year prior to the Public Policy Forum – targeting April 15
- Customizable social media graphics / posts, sample email copy, and press releases distributed to all stakeholders
- Informational webinars (recorded) and best practices shared – 3 sessions
- Landing page with assets readily available
- NIB MarComm POC for questions and assistance
- Utilization of LinkedIn Group – invite only
- Easy system to gather KPIs



Grassroots Campaign – NPAs Asks

- Leverage the toolkit to raise awareness of the Government Relations Campaign at the local level (press releases, social calendar, sample posts, and emails)
- Participation in LinkedIn group and engagement with social posts
- Report to NIB, on a monthly basis, “mobilization KPIs” to help us gauge the usefulness of deliverables and the level of agency engagement



Timeline



LAUNCH
April 15

- Toolkits
- Landing page
- Webinars & FAQs
- Refreshed existing assets
- KPIs established
- 3 Advocacy-focused podcasts released



PUBLIC POLICY FORUM
May 15: Build New Assets

- Live meeting coverage
- Social sharing
- Show from the Hill podcast edition
- Videos
- PR and media coverage



ADVERTISING & PROMOTION
Timeline/Scalability

- YouTube advertising
- Podcast promotion
- Email marketing
- Digital and social
- PR and media efforts



REPORTING & CHECK-INS
Monthly

- Set apart from previous executions
- Grassroots KPIs
- Digital KPIs
- Video KPIs
- Podcast KPIs
- PR and media KPIs



ACCOUNTABILITY
Leadership

- Leadership Champions

Grassroots KPIs



Meetings and
Visits



NIB/NAEPB
Congressional
Champions



Social
Shares
and Likes

Digital KPIs



NIB/NAEPB
Congressional
Champions



Landing Page
Users



Agency
Clicks



Social
Shares and
Hashtag Use

Primary Messages

Primary Messages

Messaging to be used in awareness efforts that will resonate with the target audience.

Primary Messages

- NIB and NAEPB are subject matter experts for the employment of people who are blind
- NIB and NAEPB are champions of employment growth, creating thousands of jobs for people who are blind
- Stewards of the Program for over 85 years

Proof Points

- Largest employer of people who are blind
- Largest employment resource
- Expert focused on growth
- Expertise on employment through AO program and federal procurement

What Is The Call To Action? Become a champion of employment growth

Marketing Channels and Tactics to Support Grassroots Efforts



PR and Media Outreach



Podcast and Video Promotion / Direct Marketing



Web / Landing Page



Written Content / Blogs



Video



Email



Social Media



Podcasts



Paid Social / SEO

Notable Tactics

PR and Media Outreach: Press releases, media coverage pitches around PPF and 1% DoD goal utilization, and other tactics supporting the campaign

Podcasts themed around PPF, 1% DoD goal; inviting congressional champions and agency CEOs for interviews

Live recording on the Hill with supporting videos



Video promotion: Use in newsletter, email, YouTube advertising, and social media

Email: Series of emails with call to action (CTA) to become a champion of the Program (Bloomberg Government, 2023 pledge signers, agencies' contacts)

Heavy cadence of LinkedIn Group shares / likes / etc.

NIB/NAEPB Congressional Champions Effort: Idea

Solicit elected officials to commit to becoming an NIB / NAEPB Congressional Champion, signaling to their constituents that this is a mission that means something to the community



**CREATE
EMPOWERING
LIVES**

Good afternoon,

For more than 80 years, National Industries for the Blind (NIB) has been the nation's largest employment resource for people who are blind. NIB is an organization committed to promoting equity and inclusion, providing training and development opportunities that help people who are blind build rewarding careers.

Through our nationwide network of associated nonprofit agencies, NIB creates supportive workplaces that foster collaboration, innovation, and personal growth. Our associated agencies offer competitive wages and benefits in modern, accessible work environments.

Stand with us and pledge to support the creation of jobs for people who are blind that provide greater opportunities for economic and personal independence. Together, we can make a difference for the thousands of individuals working to build their own American Dreams.


ADD YOUR NAME

Regards,

Rick Webster
Vice President, Public Policy

P.S. If you've already signed your name, we thank you for your support! You can help spread the word by sharing your pledge on social media and using #EmpowerEmployment.

Stay connected to NIB



National Industries for the Blind
3000 Potomac Avenue, Alexandria, VA, 22305