

Marketing and Outreach

Marketing Campaigns

The following marketing campaigns were conducted to raise awareness about opportunities to get involved with TCDD. A campaign includes an email to TCDD eNews subscribers, targeted outreach to relevant people and organizations, social media posts, and a blog post on the TCDD website.



TCDD Seeks Grants Specialist (February 8)

This job announcement was distributed via TCDD eNews, posted on social media, and shared with 29 groups/organizations.



Side-By-Side Texas (March 1)

The announcement of Side-By-Side Texas, the Developmental Disabilities (DD) Awareness Month campaign conducted by the DD Network Partners, was shared via TCDD eNews and social media platforms. The Partners also issued a press release and developed flyers to distribute at events.



RFP: Policy Fellows Needed to Impact Advocacy (March 4)

This Request for Proposals (RFP) was distributed via TCDD eNews, posted on social media, and shared with 265 contacts.



RFP: Higher Education Collaborative to Expand Best Practices (March 28)

This Request for Proposals (RFP) was distributed via TCDD eNews, posted on social media, and shared with organizations that have access to institutions of higher education, like the Texas Faculty Association, the Texas Higher Education Coordinating Board, and the Regional Library Foundation.



TCDD Seeks Public Policy Specialist (April 25)

This job announcement was distributed via TCDD eNews, posted on social media, and shared with 20 groups/organizations.

Outreach

TCDD has had a presence at disability-related events. In addition to leveraging existing resources (blog posts, Requests for Proposals, People First Language, etc.), the following items have been created/acquired for TCDD's table at events:

- Flyer: Funding Opportunities
- Flyer: Become a Council Member
- Flyer: Side-By-Side Texas
- Sign-up sheet: TCDD eNews
- Business card: Follow TCDD on Social Media
- Table sign: Connect with TCDD
- Table sign: TCDD is a Proud Sponsor of this Event
- Tablecloth with TCDD logo