

National Service Inclusion Project: Fact Sheet

Inclusive Outreach: Three Basic Tips

1. Design your outreach and recruitment materials with access in mind:

The first step to inclusive outreach is to ensure that all materials you produce can be easily converted into formats that individuals with disabilities can access: Braille, Large Print, Audio, Captioning etc. Throughout every stage of the design process keep alternative formats in mind, understand the implications of every edit, addition, etc.

The American Council of the Blind has produced a resource on this subject:

<http://www.acb.org/accessible-formats.html>

2. Develop the right message:

When targeting any demographic, you want to communicate a message that is relevant and effective, this is the same when you target people with disabilities.

- **Always write with the reader in mind.**
- Include: "Qualified individuals with disabilities and those from diverse backgrounds are strongly encouraged to apply. We provide reasonable accommodations for qualified individuals and conduct all activities in fully accessible settings."
- Ensure that your application forms ask **no** questions regarding disabilities, history of disabilities, or other medical information
- Whenever you have recruitment events, ensure that they are held in accessible locations (and it is very helpful to also make every effort to have them near mass transit stops/stations)
- Include images of people with disabilities as service providers in your brochures, videos, and other materials

3. Reach Your Target Audience

- <http://www.nichcy.org/states.htm>

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A comprehensive listing of disability focused organizations in each state

- [http://www.ilru.org/html/publications/directory/Centers for Independent Living and statewide ILC directory](http://www.ilru.org/html/publications/directory/Centers%20for%20Independent%20Living%20and%20statewide%20ILC%20directory)

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