

# SAY HELLO

## TO NEW DESTINATIONS

National Mobility Awareness Month

## Guidebook 2021



By NMEDA  
National Mobility Equipment Dealers Association

**Your guide to  
growing awareness  
for the mobility  
industry**



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## PROMOTION OVERVIEW

“Say hello” to new destinations, fewer boundaries, and more possibilities and join NMEDA in celebrating National Mobility Awareness Month this May. This annual event is designed to educate seniors, veterans, caregivers, partners in your community, and people with disabilities about wheelchair accessible vehicles and the many auto mobility equipment options available to live an active, mobile lifestyle.

### Purpose/Statistics

The goal of the annual National Mobility Awareness Month is to educate the public and media on the following:

- Over 18 million people in the United States and Canada have mobility issues.
- Six million of the 18 million people are veterans.
- There are approximately 17,810 new spinal cord injuries each year in the United States.
- Mobility challenges are the most common disability among older Americans.
- Nearly 40% of people 65+ have at least one disability and 15.7 million people say they have difficulty walking or climbing stairs.
- Auto mobility equipment is available for people with disabilities, enabling them to enjoy active, mobile lifestyles.

### Dealer Goals

This guidebook and the provided online materials include everything needed to shine a light on National Mobility Awareness Month in your local community and, in the process, create community buzz for your store during this challenging time. We have included ways you can participate whether your store is open, open by appointment only, or currently closed. In turn, these grassroots efforts will help increase awareness of our industry, with the ultimate goal of driving sales to your business.

#### ***During the next few weeks your goals should be:***

- To grow awareness of the many available mobility solutions.
- Utilize the hashtags #nmam2021, #mobilityawareness, #drivingmobility, #fewerboundaries, and #nmamhello on marketing materials and social media posts.
- Showcase inspirational stories on social media of customers whose lives have changed thanks to a wheelchair accessible vehicle. Don't forget to use the hashtags above!
- Ask customers if they would be willing to share their story with the media and pitch their story.
- Promote and hold a Facebook Live event to showcase wheelchair accessible vehicles and mobility equipment.
- Organize and schedule a webinar for occupational therapists, case workers and physical therapists showcasing available mobility equipment and addressing the measures you have taken to have your dealership stay safe during the pandemic; that you are open for business, by appointment only or will re-open when it is safe; how you are working with your customers; how you do virtual assessments.



## PROMOTION OVERVIEW

### How It Works

This guidebook provides step-by-step instructions on how to make National Mobility Awareness Month successful on a local-level in conjunction with the National Mobility Equipment Dealers Association. The guidebook is broken down into six main sections:

- Getting Started
- Online/Social Media
- Community Spotlight
- Public Relations/Media
- Events
- Checklist

While this guidebook offers promotion ideas and resources, you don't have to implement them all. We encourage you to choose efforts that will have the biggest return for your dealership, with our recommendations being:

1. Promote National Mobility Awareness Month on social media
2. Plan and host a Facebook Live event
3. Find inspirational stories for community spotlights
4. Host a webinar or resource fair



## GETTING STARTED

First, we encourage you to **review this guidebook** to get more familiar with this promotion. It's a good idea to designate two members of your team to help lead the awareness initiative and get the program going for your dealership.

You can **download NMEDA-provided marketing materials** from <https://nmeda.org/nmam/resources> to help promote your dealership during these next several weeks. You will find the following items:

- Fact sheet on disabilities and mobility issues
- 11 x 17 poster for dealer showrooms
- 8.5 x 11 NMAM flyer
- Editable flyer to customize with your logo and message
- Digital postcard to customize with your logo and message
- Social media header graphics for Facebook and Twitter
- Social media suggested graphics and posts; Tweets for Twitter are listed in the guidebook
- PowerPoint presentation template
- Sample press release

You may use these materials to update your social media graphics headers on Facebook, Instagram and Twitter for the month, as well as put up throughout your dealership and utilize in digital communications.



**Practice your elevator speech** for customers or media if someone asks what National Mobility Awareness Month is about.

**For example:**

“Our industry has designated May as National Mobility Awareness Month to educate seniors, veterans, caregivers and people with disabilities about the many wheelchair accessible vehicles and auto mobility equipment options available for living an active and mobile lifestyle. It’s an honor that our dealership is part of such an important movement.”



## ONLINE/SOCIAL MEDIA

During May, encourage staff to update their work email signature highlighting National Mobility Awareness Month and interact with your company's and NMEDA's posts on Facebook, Twitter and LinkedIn accounts.

***Follow NMEDA on social media if you haven't already:***

<https://www.facebook.com/NMEDAcom/>

<https://twitter.com/NMEDAcom>

<https://www.linkedin.com/company/nmeda/>

As the month goes by, we recommend staying engaged and active across social channels. Here are some tips to keep you going.

### Facebook Tips:

- Post new content relevant to National Mobility Awareness Month two to three times each week.
- Your Facebook posts should include content-rich media, such as pictures, videos and polls.
- Engage with your audience and like and reply to all comments on others' posts—good or bad.
- Use the “share” function to capitalize on NMEDA's graphics.
- Encourage engagement by including call to actions such as asking a question or telling the audience to like/comment/share.
- Share feel-good stories that are relevant to NMAM and include the branded hashtags.

### Twitter Tips:

- Tweet one to two times a day about National Mobility Awareness Month and your business' participation.
- Always use designated, branded hashtags such #nmam2021 and #yourcompanyname.
- Retweet positive tweets about NMEDA, National Mobility Awareness Month and your store.
- Mention like-minded organizations to influence brand visibility in valuable account feeds.
- Keep tweets around 120 characters or less to allow your followers to retweet.
- Reply to every mention; always have the last word when interacting.
- Follow users who interact with you.



## ONLINE/SOCIAL MEDIA

### Instagram Tips:

- Post new content relevant to National Mobility Awareness Month one to two times each week.
- Always use designated, branded hashtags such as #nmam2021 and #yourcompanyname.
- Instagram allows a total of 30 hashtags. Place all branded hashtags (up to 5) in the caption and all other relevant hashtags in the comment section (no more than 15-25) to expand reach and prevent caption from looking too busy.
- We recommend also using relevant hashtags in the comments such as #mobility #mobilityawareness #wheelchairaccessibility #accessibilityforall #accessibilitymatters #drivingmobility #fewerboundaries #nmamhello.
- Use high-resolution images that emphasize how a mobility vehicle can help change a person's life.
- Use interactive content like polls and quizzes on Instagram Stories to promote audience engagement.
- Respond to comments in a timely manner.
- Follow relevant users who interact with you.
- Encourage a salesperson at the store or the respective social media person to talk about NMAM on stories. This helps build a more personal conversation with your audience.
- Visit the branded hashtags and like and comment on recent posts relevant to NMAM. This will encourage others to visit your page and engage with your own content.

### LinkedIn Tips:

- Once a week, create educational posts about National Mobility Awareness Month.
- Always use designated, branded hashtags such as #nmam2021 and #yourcompanyname.
- Promote your Facebook Live event, linking back to your Facebook page.
- Promote your webinar event for case managers, OTs, PTs and the VA.
- Talk about the different types of mobility solutions available.
- Join in on the conversation. Visit the hashtags and like and comment on relevant content. This encourages others to visit your page or learn more about NMAM.

### How to Tag NMEDA on Social Media:

To tag NMEDA on Facebook, use the "@" symbol and type "NMEDAc.com"—the Facebook account will generate and you can select NMEDA's Facebook page from there. See below for photo example:

@NMEDAc.com



**National Mobility Equipment Dealers Association (NMEDA)**

142K like this · Disability Service

For Twitter, the handle to tag is @NMEDAc.com. Twitter doesn't require you to select an account. Instead, you'll just use the handle provided to tag NMEDA.

Similar to Facebook, for LinkedIn, you will use the "@" symbol and type out "NMEDA". The LinkedIn account will generate and you can select the NMEDA account from there.



## ONLINE/SOCIAL MEDIA

### Sample Social Media Posts:

1. May is National Mobility Awareness Month. Spread awareness, #mobility options are available for people with #disabilities #nmam2021
2. Explore auto mobility equipment options from driving controls to conversion ramp designed to assist people with limited mobility. #nmam2021 #mobilityawareness
3. Help raise awareness of #mobilityequipment options and give someone the gift of transportation. #nmam2021
4. #nmam2021 was created to help people with #disabilities and their #caregivers realize that #mobility is an option.
5. (#yourcompanyname) supports National Mobility Awareness Month #nmam2021 (Link to [nmeda.org/nmam](https://nmeda.org/nmam))
6. #DidYouKnow over 18M North Americans have mobility challenges? (Link to [nmeda.org/nmam](https://nmeda.org/nmam)) #nmam2021
7. #DidYouKnow 8M Americans use assistive devices to help them with #mobility? (Link to [nmeda.org/nmam](https://nmeda.org/nmam)) #nmam2021
8. #DidYouKnow 6 million Americans with mobility challenges are #veterans? (Link to [nmeda.org/nmam](https://nmeda.org/nmam)) #nmam2021
9. #DidYouKnow 1 in 7 adults have mobility challenges? #nmam2021
10. Auto mobility equipment is available for people with disabilities, enabling them to enjoy active, mobile lifestyles. #nmam2021
11. Together, we can help people with disabilities live a confident and independent lifestyle. RT to show your support for National Mobility Awareness Month. #nmam2021
12. This National Mobility Awareness Month let's honor the heroes, the seniors, the caregivers, and all those living with disabilities. #nmam2021
13. #DidYouKnow: Caregivers spend an average of 20 hours per week, assisting those in their care. RT to show your support!
14. Mobility challenges can affect people of any age, but with the right WAV and equipment, they can live a more active lifestyle. Visit [nmeda.org/nmam](https://nmeda.org/nmam) for more information.
15. This month we celebrate accessible mobility. Together, we can keep life moving forward! #nmam2021
16. Has your wheelchair accessible vehicle helped you? Reply and let us know. #nmam2021
17. What does it take to live an active lifestyle? Share your inspirational stories with us. #nmam2021
18. This month is dedicated to spreading awareness about auto mobility equipment and inspiring those to keep moving forward. #nmam2021
19. Together, we can "say hello" to fewer boundaries. For more tools on how to educate others about National Mobility Awareness Month, visit [nmeda.org/nmam](https://nmeda.org/nmam). #nmam2021
20. We want to hear how a wheelchair accessible vehicle helped you "say hello" to new opportunities. Share your story using #nmam2021.
21. Fill in the blank! #mobilityequipment has helped me: \_\_\_\_\_ #nmam2021 #replytweet
22. What opportunities has auto mobility equipment brought you? #nmam2021 #replytweet
23. The most impactful way to spread Mobility Awareness is by sharing YOUR story! Tell us how mobility solutions has changed your life and tag us using #nmam2021!
24. RT to show your support for National Mobility Awareness Month! #nmam2021





## ONLINE/SOCIAL MEDIA

### Plan and Promote a Facebook Live Event

Whether your dealership is open at this time or only taking appointments, Facebook Live is a great way to bring your mobility solutions into your customers' homes. It does not need to be a full-scale production; people want a break from thinking about COVID-19 and want to be entertained while learning something new. There are a number of ways you can do this—you can livestream an event or workshop taking place at your dealership or host a virtual event specifically for those watching live.

Included on <https://nmeda.org/nmam/resources> are marketing pieces to help promote a Facebook Live event should you choose to host one. We encourage you to promote the event on social media and send a note to your customer database letting them know when the event is taking place.

You can also partner with the charity organization of your choice and include a Donate button on your Facebook Live. This allows viewers to make donations in real time to help support those in need.

#### ***Below are some tips on holding a Facebook Live event:***

- Do a video test run so you can get an idea of how Facebook Live works and what it will look like. You can do this test by selecting the “Only Me” privacy setting to ensure followers don’t see the video.
- Be mindful of background noise and lighting.
- During the video test run, you can choose between broadcasting horizontally or vertically. People normally look at their mobile device vertically but if you want to add the video to your website or YouTube afterwards, shooting horizontally is typically preferred.
- In order to keep the camera steady, it is best to use a tripod, selfie stick, or a stabilizer. They can be purchased for as little as \$30 on Amazon.
- Depending on the type of event you are putting together, plan to have a few salespeople at a couple of different stations and ready to be on camera or have at least two people for the filming so one person can talk and move around and the other person can follow to record everything.
- Showcase your company culture, include a welcome message from the General Manager, and touch on how you are following all of the CDC and state guidelines to help protect your customers and help ensure a COVID-safe workplace.
- Share new and used vehicles available for sale.
- Let your audience know if you offer at-home test drives or will come and pick them up for a dealership appointment.
- Include any specials you are running, such as offering free vehicle delivery.
- Shoot for at least 10 minutes for the Live event and try to keep it under 30 minutes. You can always schedule another event the following week.
- Promote your Facebook Live video before and after by posting an announcement across your social channels prior and a recap after.
- Encourage viewers to like and share the video.



## ONLINE/SOCIAL MEDIA

With your Facebook Live event promoted and mapped out, it's time to go live.

### ***To begin the Facebook Live:***

- Go to the Facebook app and your organizations page.
- Click the Live Video button.
- Add in a short description of your event so you can let viewers know what to expect. See examples below.
- Click Start Live Video.
- Speak clearly into the device so viewers can hear you.
- Have some fun and show some personality with the goal to educate people about National Mobility Awareness Month, engage and entertain.
- When you are done recording, click Finish.
- And then you can click Share if you want to share it with your followers.

### **Sample Facebook Live Post**

***We are live! Join us as we celebrate National Mobility Awareness Month and showcase the latest in auto mobility equipment and vehicles. #nmam2021***

Once your Facebook Live video is created, it will reside on your Facebook page for viewers who missed the event. Live events have a higher engagement rate than a static photo post so you may want to consider including this on a regular basis. You can pin the Facebook link to the top of the page and share the link on Twitter, and the video on your YouTube channel for additional exposure.



## COMMUNITY SPOTLIGHT/PUBLIC RELATIONS/MEDIA

**Reach out to customers with inspirational stories** requesting permission to help share their story. Inspirational stories can be about anyone in your community, whether they are a caregiver or a person with a disability, who has persevered through the obstacles of living with a disability and strives to lead an active, mobile lifestyle. Most NMEDA dealers are already familiar with many of their customers' stories. Now is the time to reach out and ask if they would be willing to participate in National Mobility Awareness Month to help raise awareness of mobility solutions on social media and with the local media.

### PUBLIC RELATIONS/MEDIA

Once you have locked in an inspirational story or two with some of your customers, **reach out to your local media outlets** to see if they would be interested in including their story as a lifestyle segment in conjunction with National Mobility Awareness Month. Interviews can be done via webcam, so people do not have to leave their homes.

If you don't have existing relationships with any of the news stations in the area, you can identify your local media contacts by developing a list with the following free resources.

The best and easiest way to get the name of the right contact is to call the media outlet's news desk. Be prepared to pitch your story idea in two or three sentences and then ask who the ideal contact would be to receive this information. Get that person's direct phone number and email address for further communication. Remember to include National Mobility Awareness Month, practice your phone pitch, as journalists are frequently working on deadlines.

Most all news outlets have websites as well and list members of their editorial staff with contact information.

**TV Stations.** The following lists TV markets, large and small:

<http://www.stationindex.com/tv>

**Newspapers.** Here is a list for locating regional newspapers:

<http://www.usnpl.com>

**Variety of Press.** Identify media outlets in your area using this website:

<https://www.mondotimes.com/1/world/us>



## PUBLIC RELATIONS/MEDIA

### Draft a Press Release

A press release is simply a written statement to the media. A release can announce a range of news items, but it is best to keep each press release focused on one topic, such as a scheduled event, promotion, award, new product, sales accomplishments, etc. They can also be used in generating a feature story.

Your press release should be targeted to the selected media contacts and should be individually emailed to each contact.

#### ***Here are some helpful tips for writing press releases:***

- Write the copy using the inverted pyramid approach—state your headline first, support it with details, and then state your call-to-action.



- Make sure the information is newsworthy. Ask yourself, “Will a journalist view this news as worthwhile for their reader/audience? Will anyone connect with this story?”
- Avoid excessive use of adjectives and industry jargon.
- State the facts and be succinct. You can use some of the statistics provided on page 3 in this guidebook.
- Provide a quote from an individual in a senior leadership position, i.e. dealership owner or general manager supporting the effort.
- Provide contact information for your dealership so the reporter knows who to call or email for more information. Be sure to include the name of the individual to contact, dealership name, and the person’s phone and email address.

Once you have shared information with the media, make sure to follow up to see if they would be interested in covering the inspirational story and National Mobility Awareness Month.





## PUBLIC RELATIONS/MEDIA

Here is an example press release that NMEDA sent out to the media.



**For more information contact:**

Cheryl Parker  
[cheryl.parker@evokad.com](mailto:cheryl.parker@evokad.com)  
407.221.0443

### NMEDA Celebrates 9th Annual National Mobility Awareness Month

*The non-profit association highlights how  
people living with disabilities persevere and triumph*

TAMPA, FL—April 27, 2021—"Say Hello to New Destinations" as **National Mobility Equipment Dealers Association** (NMEDA) celebrates the 9th Annual National Mobility Awareness Month.

This annual event is designed to educate seniors, veterans, caregivers, partners in the community, and people with disabilities about wheelchair accessible vehicles and the many adaptive mobility equipment options available to live an active, mobile lifestyle.

"We are excited to continue our support of National Mobility Awareness Month," says Danny Langfield, NMEDA's Chief Executive Officer. "This is a great opportunity for not only our partners but also the community to get involved and highlight mobility solutions which greatly impact those around us."

One in seven adults in the United States and Canada have mobility challenges, and four-fifths of wheelchair users report that their local public transportation system is difficult to use or get to.

During the month of May, NMEDA shines light on the many automotive mobility solutions available for people with disabilities, including everything from safety features and driving accessories to wheelchair accessible vehicles and more.

This year's theme, Say Hello to New Destinations, encourages fewer boundaries and more possibilities. There will be virtual events held by NMEDA members and a forum on NMEDA's Facebook page where people can share their stories, participate, and support awareness online.

To learn more about NMEDA's efforts for National Mobility Awareness Month and to get involved, please visit [NMEDA.org/nmam](https://nmeda.org/nmam).

**About NMEDA:**

NMEDA is a non-profit trade association of auto mobility dealers, equipment manufacturers, driver rehabilitation specialists, and other mobility professionals dedicated to improving the lives of people with disabilities and driving independence through the use of wheelchair-accessible vehicles. For updates, please visit [NMEDA.org/nmam](https://nmeda.org/nmam), as well as **Facebook** and Twitter ([@NMEDAcom](https://twitter.com/NMEDAcom)).



## PUBLIC RELATIONS/MEDIA

### Plan and Promote a Webinar

Many case managers, occupational therapists, physical therapists, veterans administration and support groups may be operating remotely during these times, working from home or limiting hours to adhere to social distancing. Reach these audiences wherever they may be by planning and promoting a webinar on GoTo Meeting or Zoom. Focus your presentation on National Mobility Awareness Month and the mobility solutions your dealership can offer their patients and those they help to keep your connection to these industry specialists strong.



#### ***Below are some items that can be included in your webinar presentation:***

- May is National Mobility Awareness Month and the purpose of celebrating the month (see Promotion Overview on pages 3 and 4).
- Include the hashtag #nmam2021 and ask attendees to tweet or post about it on social media to share with their co-workers.
- Share the steps you have taken to keep your dealership open as wheelchair accessible equipment is deemed an “essential” business by the state.
- Overview of the process for a vehicle to become accessible.
  - Vehicles are sent from the OEM to a NMEDA manufacturer.
  - NMEDA manufacturers deconstruct the vehicles, lower the floors and install accessible ramps.
  - Vehicles are sent to NMEDA dealers.
  - After recommendations and prescription from a certified driver rehabilitation specialist, NMEDA dealer to work with customer to help customize a wheelchair accessible vehicle that fits all of their specific needs.
  - NMEDA dealers provide and install mobility equipment like specialized hand controls, steering wheels, brakes and seats.
- Being a part of the National Mobility Equipment Dealers Association and Quality Assurance Program (QAP) accredited, certified technicians and the annual audit.
- Utilize the opportunity to advocate for CAMS—Comprehensive Auto Mobility Solutions course to earn 3 AOTA, ADED and CCMC CEU credits for free. More information can be found here: [nmeda.org/ceu](https://nmeda.org/ceu)

After the webinar, immediately send out a short survey to help gauge how you did. Ask if everyone could provide two email addresses of people that would benefit from learning more about the mobility to continue raising awareness.



## PUBLIC RELATIONS/MEDIA

### Plan and Promote a Resource Fair

A resource fair is a convenient way to share information in your community, offering resources, activities, giveaways and speakers in one location. If stay at home restrictions are lifted in your area, you can organize an in-person resource fair while respecting social distancing guidelines. If restrictions are still in place, consider hosting another virtual event.

May is also the awareness month for many organizations including ALS Association, Arthritis Foundation, Multiple Sclerosis, National Mental Health and National Stroke Association. **Reach out to your local chapters to see if they would like to partner and help promote the event.**

### Virtual Assessment and Consultation

Another opportunity to share how your dealership serves those living with disabilities would be to conduct a virtual assessment and consultation through GoTo Meeting, Skype, Zoom or even Facebook Live. Just as you would in-person at your store, you can show a potential customer the types of equipment available, what they would need to drive or be transported safely, and answer any questions they may have.

**Note:** To find a volunteer, you can put out a “casting call” on your social media asking if anyone would be interested in participating.



## PUBLIC RELATIONS/MEDIA

### Checklist for Successful NMAM Activation:

- ☐ Schedule a kick-off meeting
- ☐ Assign key staff to work on the promotion
- ☐ Review the guidebook
- ☐ Practice elevator speech
- ☐ Download free materials provided on <https://nmeda.org/nmam/resources>
- ☐ Update website header
- ☐ Update Facebook and Twitter headers
- ☐ Follow NMEDA on social channels
- ☐ Post regularly throughout the month on social channels using #nmam2021 and tag NMEDA
- ☐ Plan and promote a Facebook Live event
- ☐ Secure community spotlight stories
- ☐ Develop media list
- ☐ Draft a short press release about the month
- ☐ Pitch local media to run a segment about NMAM and inspirational stories
- ☐ Plan and promote a webinar for the healthcare industry
- ☐ Plan and promote a resource fair
- ☐ Plan and promote a virtual consultation
- ☐ Hold a company meeting at the beginning of June and discuss what worked well, what you could have done differently and key takeaways

**NMEDA would love to hear from you and what you did to help promote National Mobility Awareness Month, let us know by sending your comments to: [cheryl.parker@evokad.com](mailto:cheryl.parker@evokad.com)**