

FIND YOUR FIT



National Mobility Awareness Month | May 2024
Promotional Toolkit

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PROMOTION OVERVIEW

In May, as we observe the 11th National Mobility Awareness Month (NMAM), we invite our members and industry partners to raise awareness and promote the “right fit” for mobility equipment and adaptive solutions.

As a NMEDA member, please join our movement and extend the campaign on a local level to help grow awareness of the industry and your business.

PURPOSE

During May, various groups, businesses, and individuals come together to promote awareness of auto mobility solutions and encourage individuals to find the right adaptive equipment for their unique abilities.

HOW IT WORKS

This guidebook provides step-by-step instructions on how to help make National Mobility Awareness Month successful on a local level, in conjunction with NMEDA. To make it easy, the guidebook is broken down into three main sections based on how much time your organization can commit to this promotion over the course of the month:

If you have:

- 4 hours or less
- 5-8 hours
- More than 8 hours



Social Graphic

GETTING STARTED

Make this campaign your own or download the NMEDA-provided marketing materials from <https://nmeda.org/nmam/resources>

You will find the following items:

- Fact sheet on disabilities and mobility issues
- 11 x 17” poster for showrooms
- 8.5 x 11” NMAM flyer
- Editable flyer to customize with your logo and message
- Social media header graphics for Facebook, Instagram and Twitter
- Social media suggested graphics and posts for the different platforms
- Animated gifs
- Partnership materials



Flyer



GET INVOLVED: IF YOU HAVE 4 HOURS OR LESS

Regardless of the amount of time your business can dedicate to National Mobility Awareness Month, every little bit helps. This section offers a few simple approaches to help raise awareness.

DIGITAL COMMUNICATIONS

During NMAM, encourage your staff to update their email signature highlighting National Mobility Awareness Month and interact with your company's and NMEDA's posts on Facebook, Instagram, and LinkedIn accounts. You can use the NMAM 2024 graphics and logo across your digital communications.

SOCIAL MEDIA

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

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

 https://instagram.com/nmeda_usa

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

Fill Your Feed

If you do nothing else this month, repost, retweet and share NMEDA's messaging on National Mobility Awareness Month. Simply click the share, repost, or retweet button from NMEDA's posts to immediately add it to your social feeds.

If you have a little more time, utilize the graphics, gifs, and suggested captions from this guidebook. Be sure to mention your company and use hashtags to help your posts get more visibility! See page 8 for social media tips.

Update Your Header Images

An easy way to promote NMAM is to utilize the online materials and update your website and social media headers on Facebook, LinkedIn, and Twitter during May.

No Social?

No problem. If you do not have social media channels for your dealership we recommend you print out the disability fact sheet and hand it out to everyone in your store to promote NMAM.



Facebook



Instagram



Twitter

GET INVOLVED: IF YOU HAVE 5 TO 8 HOURS

SOCIAL MEDIA: LEVEL UP

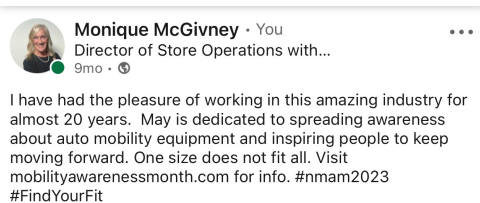
We encourage you to accomplish the previous steps before moving on to the more time-intensive steps included in this section. With a few extra hours, you can make your social media campaign more customized and in line with your brand. Even if you choose to utilize the content provided in this guidebook, the little extra effort will reach even farther.

#MobilityMonday Trend

To help support the movement and generate buzz for your business, utilize the five Mondays in May to share about mobility solutions and National Mobility Awareness Month. Ask those following your social channels to share their mobility stories on their own profiles. Include #nmam2024, #FindYourFit, and #MobilityMonday in your posts when possible to increase visibility.

Leverage Employees' Personal Social Media Profiles

Encourage co-workers to share their love for their job and the mobility industry on their social channels and ask them to utilize the same hashtags.



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Make an Instagram Reel or TikTok Video

Reels and videos will expand your reach to new audiences that do not already follow you. Video content could include vehicle tours, safety features, client fittings, open houses, and so much more. While creating videos, it's important to remember that the most successful videos elicit an emotional reaction, so focus on storytelling over production for this platform.

Reels and TikToks can easily be shared to other platforms like Twitter, Facebook, and LinkedIn. While creating videos, it's important to remember that the most successful videos elicit an emotional reaction, so focus on storytelling over production for this platform.

Money Talks

If it's in your budget, try running a paid social media campaign on your most effective social media channel.

By promoting social media posts, brands have the opportunity to increase awareness, visibility and reach overall. Promotional content on social media can help you connect with the right audience outside your following base and approach new users with the right attributes according to your service/products.

Write a Blog

A blog is an effective way to share more information about a topic, in this case National Mobility Awareness Month, while building upon your existing relationship with your audience. In your blog, be sure to highlight key points such as the benefits of fully custom wheelchair-accessible vehicles, including newfound freedom, increased safety, ease of transportation, and boosted confidence. Emphasize the availability of adaptive solutions for enhanced mobility and encourage readers to share the message that people with disabilities have a right to mobility, with solutions accessible to them. Provide facts about mobility issues, emphasizing their prevalence. Share insights on raising awareness year-round and incorporate a "Find What Fits" call to action for reader involvement.

UTILIZE PARTNERS

It can be as simple as encouraging your existing partners to share information about NMAM through their communication channels.

NMEDA Partner Organizations

Below are some national organizations that NMEDA has partnerships with. Try reaching out to your local chapter to and ask them to take part in NMAM. Consider this same strategy with your local chamber of commerce and allied health professional contacts (CDRSs, OTs, PTs, etc.)

- ADED
- AOTA
- CMSA
- Paralyzed Veterans Association
 - Local Office Search Tool: <https://pva.org/find-support/national-service-office>
- RESNA
- United Spinal Association
 - Chapter Search Tool: <https://unitedspinal.org/support/chapter-network>

GET INVOLVED: IF YOU HAVE 8 HOURS OR MORE

If your organization has eight or more hours to promote National Mobility Awareness Month — first of all, thank you! In addition to the previous steps, here are a few more initiatives that can make a difference

PLAN AND PROMOTE AN EVENT

- Get connected with case managers, occupational therapists, physical therapists, vocational rehabs, and support groups by planning and promoting an event online or at your store.
- Highlight automotive mobility solutions, encourage social media sharing with #nmam2024, discuss vehicle customization processes, and showcase NMEDA and QAP accreditation.
- Utilize the opportunity to advocate for CAMS—Comprehensive Auto Mobility Solutions course to earn CEU credits for free. More information can be found here: <https://nmeda.org/ceu>. Conduct a post-event survey and seek email referrals.
- Consider engaging your community with a resource fair or open house that offers resources, activities, giveaways, and speakers in one location. This is a convenient way to connect your audience with the tools they need to celebrate NMAM and promote awareness of adaptive mobility solutions.

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: brittney.mcmahan@nmeda.org



SAMPLE COPY FOR SOCIAL MEDIA POSTS:

1. May is National Mobility Awareness Month —Discover Adaptive Solutions for YOU. Visit mobilityawarenessmonth.com #nmam2024, #yourbusinessname #FindYourFit
2. Explore auto mobility equipment options from driving controls to conversion ramps. These vehicles are designed to fit you. #nmam2024 #FindYourFit mobilityawarenessmonth.com
3. Help raise awareness of accessible vehicle options and give someone the gift of independence. #nmam2024 mobilityawarenessmonth.com
4. (Your Company Name) is proud to support National Mobility Awareness Month! We believe everyone deserves adaptive solutions. Join us in spreading awareness and #FindYourFit at mobilityawarenessmonth.com. #nmam2024
5. Over 18M North Americans are living with mobility challenges. Let's raise awareness for adaptive solutions & support each other this May! Check out mobilityawarenessmonth.com #nmam2024
6. DYK that 6M veterans face mobility challenges every day? Show your support by retweeting or replying below! #nmam2024 mobilityawarenessmonth.com
7. Since 1 in 7 adults have mobility challenges, it's time to help spread awareness. Click mobilityawarenessmonth.com to learn how. #nmam2024
8. Let's celebrate National Mobility Awareness Month together and find your wheelchair accessible vehicle and mobility equipment. #nmam2024 #FindYourFit mobilityawarenessmonth.com
9. Together, we can help people with disabilities live independent lifestyles. Share this to show your support for National Mobility Awareness Month. #nmam2024
10. #DidYouKnow: Caregivers spend an average of 24 hours per week providing assistance for loved ones? Share this to show your support! #nmam2024
11. Mobility challenges can affect people of any age, but with the right WAV and equipment, people can live a more active lifestyle. Visit mobilityawarenessmonth.com for info.
12. This month let's celebrate accessible mobility, together, we can #FindYourFit #nmam2024 #yourbusinessname
13. How has your wheelchair accessible vehicle helped with your independence? Reply and let us know. #nmam2024
14. May is dedicated to spreading awareness about auto mobility equipment and inspiring people to keep moving forward. One size does not fit all. Visit mobilityawarenessmonth.com for info #nmam2024 #FindYourFit
15. Together, we can drive change for more accessibility. For resources on how to educate others about National Mobility Awareness Month, visit mobilityawarenessmonth.com #nmam2024
16. Share your story using #nmam2024 on how a wheelchair accessible vehicle helped change your life.
17. Fill in the blank! mobility equipment has helped me: _____ #nmam2024
18. What freedom has a wheelchair accessible vehicle brought you? #nmam2024
19. The best way to increase mobility awareness is by sharing YOUR story! Tell us how an accessible vehicle changed your life and tag us using #nmam2024!
20. Share this to show your support for National Mobility Awareness Month! #nmam2024

For a full list of sample social media posts, download the NMAM Social Media Copy Options document from our promotional resources page:

<https://nmeda.org/nmam/resources>

HOW TO TAG NMEDA ON SOCIAL MEDIA:

Please tag NMEDA in your social media posts. To tag NMEDA in your social media post, use the “@” symbol and begin typing the platform specific handle. For convince those handles are listed below.

- Facebook - @NMEDAcOm
- Instagram - @NMEDA_USA (You can tag NMEDA in the photo or in the caption.)
- LinkedIn - @NMEDA (The LinkedIn account will generate and you can select the NMEDA account from there.)

SOCIAL MEDIA TIPS:

- Post new content relevant about National Mobility Awareness Month every week during the month of May
 - If you can focus on Mondays for posting, please utilize #MobilityMonday to join the momentum from the last couple of years.
- Include the branded hashtags in your posts: #nmam2024, #FindYourFit, #yourcompanyname and #MobilityMonday .
- Encourage people to share their story using #nmam2024, #FindYourFit .
- NMEDA recommends a mixture of posts using photos and video Reels.
 - Use images that emphasize how a mobility vehicle can help change a person’s life.
- Utilize Facebook & Instagram Stories and include interactive features such as polls and Q&A.
 - Encourage a salesperson at the store or the respective marketing person to talk about NMAM on stories. This helps build a more personal conversation with your audience.
- Engage with your audience—“Like” all of the comments on your posts and reply to continue the conversation .
- Follow the #nmam2024, #MobilityMonday, #nmamFindYourFit hashtags and show your support by engaging with others in the community as well .
- You are welcome to use the “Share” function on Instagram, LinkedIn, or Instagram and share NMEDA’s posts without having to make a post of your own .
- Encourage engagement by including calls to action in your copy . You can end your caption with a question or tell your audience to like/comment/share .
- Share pictures and feel-good stories about clients and their life-changing mobility products .

