

KEY MESSAGES

CARES

Instructions for CARES: The descriptive text that follows will define who you are, what you do, and why your targeted audiences should pay attention. These are all suggestions, and should be adapted accordingly.

10-second elevator pitch

- “An elevator pitch is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride (for example, thirty seconds or 100-150 words).” – Wikipedia
- An elevator pitch is what you use when someone asks: “What is CARES?”
- An elevator speech is short and sweet and is the essence of what CARES is about, a quick answer you’ll always have handy, instead of bumbling around trying to explain what CARES does and missing an opportunity to describe the CARES message.
- The elevator pitch should be easily memorized. Everyone should paraphrase it in their own way, the consistency should be in the one thing you want someone to walk away remembering about CARES.
- May be adapted to other forms of communications- brochures, websites, letters, etc

10 Second Elevator Pitch Examples and Suggestions

Example 1

CARES of WA

- Non-profit organization that serves low-income individuals and people with disabilities who need help getting work.

- Our main goal is helping people achieve self-sufficiency.
- We offer individualized career development and placement and long-term “life skills” support.
- Experts in individual employment needs, but we care about the *whole* individual.

10 Second Elevator Pitch Examples and Suggestions-(*continued*)

Example 2

The non-profit organization CARES of WA are advocates of low-income individuals and people with disabilities who are seeking self-sufficiency and are experiencing barriers to employment.

More conversational approach example: “We here at CARES work with low-income individuals and people with disabilities who want to gain self-sufficiency through employment. In other words-We help people get control of their lives through job placement.

Example 3

CARES of WA offers personalized job placement programs geared towards low-income residents in the Puget Sound area. We also help people with disabilities.

Features & Benefits of CARES Services

- **Features** are the highlights about CARES. What does CARES have to offer?
- **Benefit-for a client or employer:** what is so great about CARES that will benefit the client, or the employer over other services.

For a funder: what benefits make CARES stand out?

- Use these in all sorts of messaging and communications- brochures, websites, letters, etc.

Features of CARES Services

1. Wide array of career placement services
2. Advocates for low-income individuals and people with disabilities
3. Services are personalized and focus on the needs of each unique individual
4. Multiple services are offered through partnerships and alliances with other agencies

Key Benefits of CARES Services

1. Long-term career development assistance
2. Emphasis on self-sufficiency as the end goal
3. Skilled at more holistic approaches and “life-skill” training
4. Excellent reputation in the industry and region-service oriented

CARES target Audiences-add variations to communicate Key Messages effectively to various audiences.

Key Message variations per audience

Certain messages are suited for different target audiences and in different forms of communications. What you might write in a funder letter would probably be different than what you might put on a brochure directed to employers.

1. **Funders-** Who's giving the money? They need to be informed of all services CARES provides-for example: to whom and how and any other information that sets CARES apart from the pack.
2. **Clients-**Who needs the jobs/or improved job conditions/help navigating life situations that may impact their ability to keep or get a job? Low-income individuals and people with disabilities. They need to know what kind of services CARES offers them
3. **Employers-** who has the jobs? They need to know what kind of assessment CARES gives to each client. Also, why it makes good business sense to hire a CARES client
4. **General Public-**They could become funders, clients, or employers, at the very least valuable allies. Knowledge of CARES could help spread the word.

Suggested Organization Descriptions

These examples may be used for a variety of communications-Brochures, Website, Letters, etc. Noted after each is suggested target audience

1. CARES of WA is a non-profit organization in the Puget Sound area that serves low-income individuals including people with disabilities who are experiencing barriers to employment. We help our clients achieve self-sufficiency through individualized career placement and long-term "life skills" support. While we are experts in individual employment needs, we care about the whole individual. (Funders)
2. At the non-profit CARES of WA, we understand that each individual is unique. We welcome low-income individuals in the Puget Sound region including people with disabilities. We're dedicated to long-term client interaction and assistance towards self-sufficiency goals. We're committed to promoting growth, development and independence in our clients. (Funders or Clients)

3. The non-profit organization CARES of WA are advocates for low-income individuals and people with disabilities who are seeking self-sufficiency and are experiencing barriers to employment. (General Public)

4. CARES of WA offers personalized career development and job placement programs geared towards low-income residents in the Puget Sound area. We also specialize in programs that focus on the needs of people with disabilities. (Employers)

5. CARES of WA are experts in career advancement for low-income residents in the Puget Sound Area. We specialize in individualized career development and placement. We strive to help all our clients achieve self-sufficiency through employment. We also have personalized programs that focus on people with disabilities and help them reach their highest potential. (Clients)

News Release Footer Boilerplate

A news release boilerplate is a short, clear description of CARES that you have on the bottom of a Press or News release (if you do them). You may also use this at the bottom of a letter. The idea is to have something you can cut and paste onto various documents and that you have a consistent message throughout your different forms of communication

(Suggested example)

CARES of WA is a non-profit organization dedicated to helping low-income people in the Puget Sound area achieve long term self sufficiency through personalized vocational planning and job placement. As advocates for low-income individuals and people with disabilities in the Puget Sound region, we're accredited through the Commission on Accreditation of Rehabilitation Facilities (CARF). This endorsement means that CARES' services conform to national and internationally recognized service standards.

For more information, please visit us at <http://www.caresofwa.org>