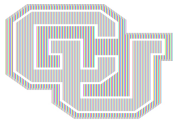
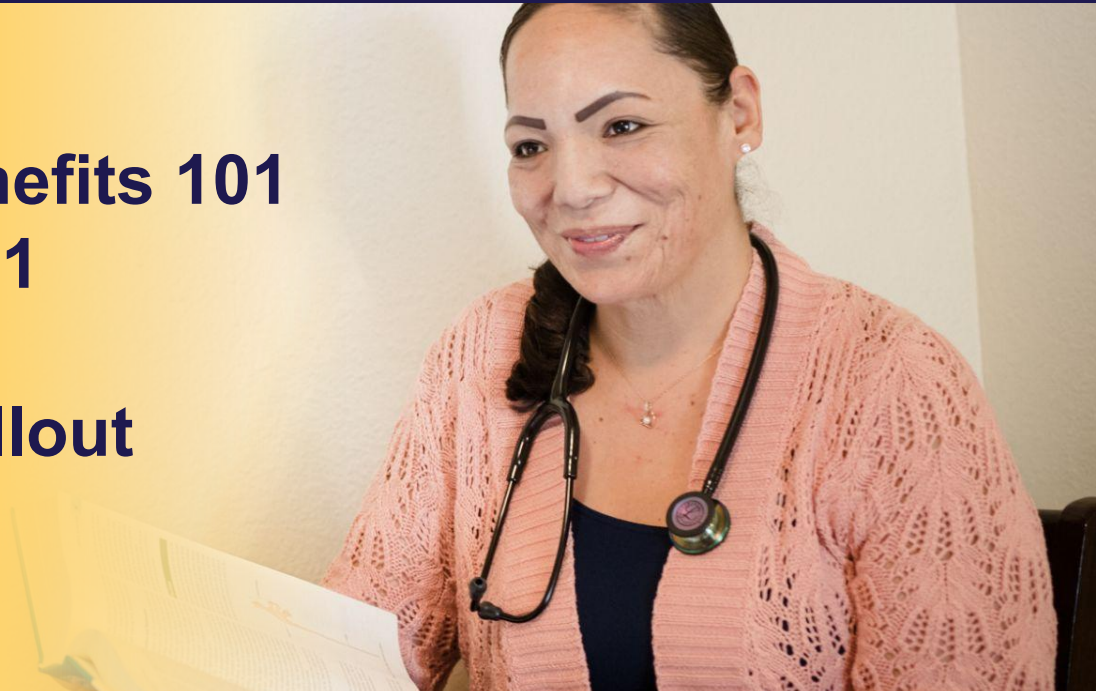


# Colorado Disability Benefits 101

## #ColoradoDB101

### Marketing and Rollout Strategies



JFK Part

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CENTER



COLORADO OFFICE OF  
**EMPLOYMENT FIRST**

— Work Elevated —

# Successful Strategies

- **Communications Plans started early with contract signature**
  - Very high level, Rough Ideas
- **Communications Committee dedicated to Colorado DB101**
  - Started meeting weekly mid-production phase and continue to meet
- **Communications Tracker**
  - Spreadsheet(s) to track who had interest, who we crossed paths with, ideas for outreach, what groups and agencies we worked with
  - Enlisted all COEF colleagues to outreach to their professional contacts, creating a personal request from COEF
- **Variety of Communication Approaches**
  - Social Media graphics, video commercials, Mailchimp, direct email, listserve, and direct outreach

# Media Kit Development and Purpose

- Created a variety of media products to reach a variety of audiences and variety of choices in how any one person and/or agency could support promotion of Colorado DB101
  - Started “early” before production was finished
  - Packaged this in an “easy to access” one stop for users
  - Full kit included 8 products
- Media Kit available to all users created consistency in messaging / marketing
- Required focus and time - set aside one full 8 hour day to tackle
- Required Web Tools - Canva, Google Drive, Doodly

# Other Successful Strategies

- Scheduled social media releases in countdown style - leading up to public release of the website
- Scheduled a Celebration Kickoff event tied with National Disability Employment Awareness Month
- Promotion of media kit and usage of the site continues through General Informational Webinars and Trainings related to Colorado DB101

## **NEXT UP:** Re-Evaluation in 2022

- who have we reached, where have we missed, what is next

## For More Information or Questions

---

**Melanie Honsbruch**

303-929-2129

[melanie.honsbruch@state.co.us](mailto:melanie.honsbruch@state.co.us)

**Teresa Nguyen**

303-981-1236

[teresa.nguyen@state.co.us](mailto:teresa.nguyen@state.co.us)

**Tiffany Cron**

303-929-7758

[tiffany.cron@state.co.us](mailto:tiffany.cron@state.co.us)

THANK YOU.

