



Powerful Stories


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Administration for Community Living
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ACL Mission

To maximize the independence, well-being, and health of older adults, people with disabilities, their families, and caregivers.



Communications Outreach



Goal: To use compelling success stories to strengthen the ACL/AIDD brand, and raise awareness of the work being done to support people with intellectual and developmental disabilities.

We need your success stories...



Success Story Formula

Challenge + Action = Results (CARs)

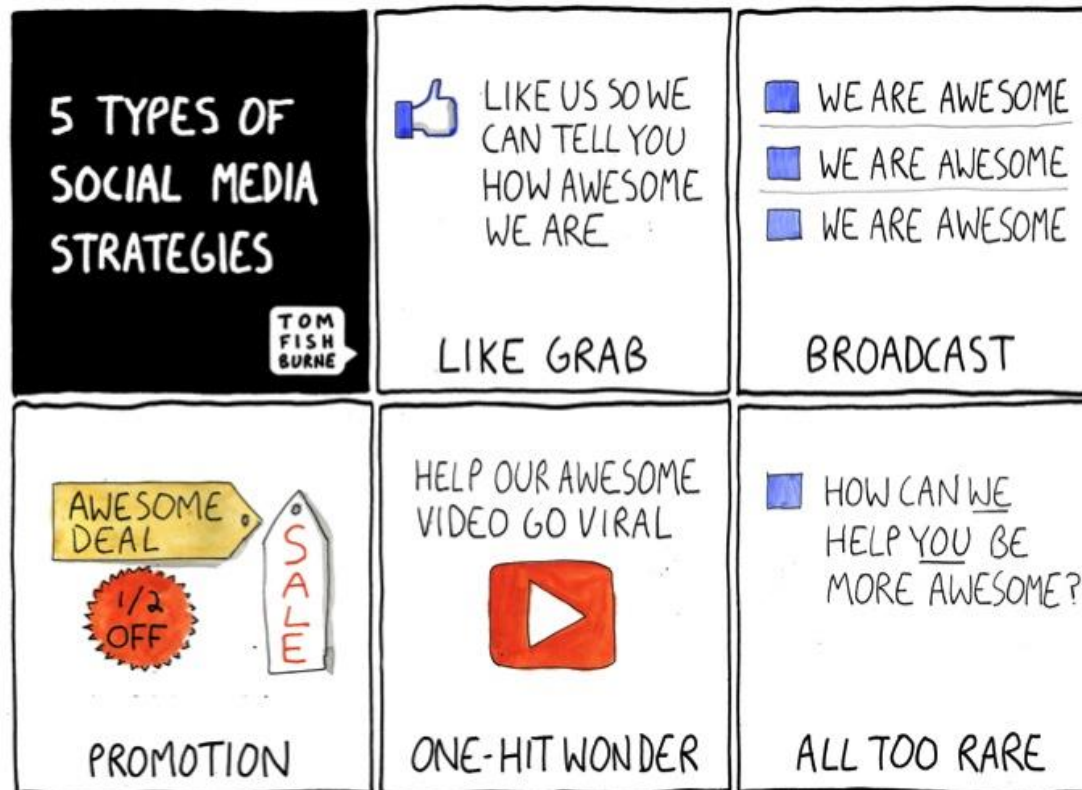
- What was a specific **CHALLENGE** (or situation) facing a person with I/DD, a community, or a grantee? Was the person/community/grantee facing particularly difficult odds in this situation? What were the stakes?
- What **ACTION**(s) were taken to meet the challenge and improve things (whatever the goal was or whatever needed turning around)?
- What were the long- and short-term **RESULT**(s) that positively impacted the situation? Did you meet the goal and/or turn around the situation? How long did it take to see results? Include statistics and hard facts whenever possible.

Communications Vehicles

- HHS Press Releases
- Blogs on ACL.gov
- Guest blogs on other websites
- ACL eNewsletter announcements
- Social Media
 - Facebook (ACLgov)
 - Twitter (@ACLgov)
 - Twitter Chats

ACL Social Media Strategy

How can we help you be more awesome?



How to Get Involved

- Follow ACL on [Twitter](#)
- Like ACL on [Facebook](#)
- Sign up for the ACL [eNewsletter](#)
- Share your newsletters and updates with ACL
- Let us know when your organization has a success story ACL could highlight
- Invite ACL to participate in your communications outreach (guest blogs, Twitter chats)

Keep in Touch

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