



Options and Opportunities

THE BUILDING BLOCKS OF WHAT MATTERS MOST



what matters
MOST

Respecting Options and Expanding Opportunities for People with Disabilities

Background

— External Considerations

Disability advocates hurting their constituents
Media sensation around human interest stories
“Click-bait” around inflammatory topics
Coordinated misinformation feeding public opinion
Mixed issues and messages

— Internal Considerations

Lack of coordinated national platform
Legislative considerations
Threat of bias based on business model

The REALITY:

Disability is heterogeneous...

One size does not fit all...

*Person-center planning is
best practice...*

***The language of the people
is stronger than the
language of the issue...***



Purpose of the Campaign

- Make the mission *personal and relevant*
- Translate our messages into “first person”
- Broaden our messages with *a common rallying point*
- Empower active grassroots campaigns and supporters
- Create opportunities for dialogue with individuals
- Change the conversation with the media
- Leverage the power of “strength in numbers”

Key Messages: We Are...

***Sharing experiences** of people directly impacted by disability legislation and disability services and supports*

***Raising awareness** of challenges and opportunities facing people with the most significant disabilities*

***Showing the scope of diversity** in the larger disability community (individuals, parents, families and allies) and uniting their voices*

***Creating opportunities for dialogue** with government officials on the topics that impact the daily living, education and employment of disabled children and adults*

***Respecting options and expanding opportunities** in every area, provided in the most integrated setting appropriate based on informed choice*



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*When sharing the campaign with
individuals, parents and advocates ...
Remember these talking points!*

What is the What Matters Most Campaign?

- A cause campaign founded by the parents of children with disabilities and their allies
- An effort focused on ***Respecting Options*** and ***Expanding Opportunities*** for everyone in the broader disability community ... *through services provided in the most integrated setting appropriate based on informed choice*

Who Does the Campaign Represent?

- Individuals with ALL disabilities
 - *From single to significant disabilities*
- Their parents and families
- Their guardians and loved ones
- Their allies and advocates

Why is the Campaign Important?

- Because every person and every disability is unique
- Because one size does NOT fit all
- Because we ALL deserve the right to have choices:
 - For daily living
 - For education
 - For employment options
 - For the best *personal fit* in each of these areas

Why is the Campaign Important? (cont'd)

- Because it gives individuals and parents a strong voice
- Because it is important for government officials to understand the broader disability community ...
And hear from those directly impacted by disability-related legislation!

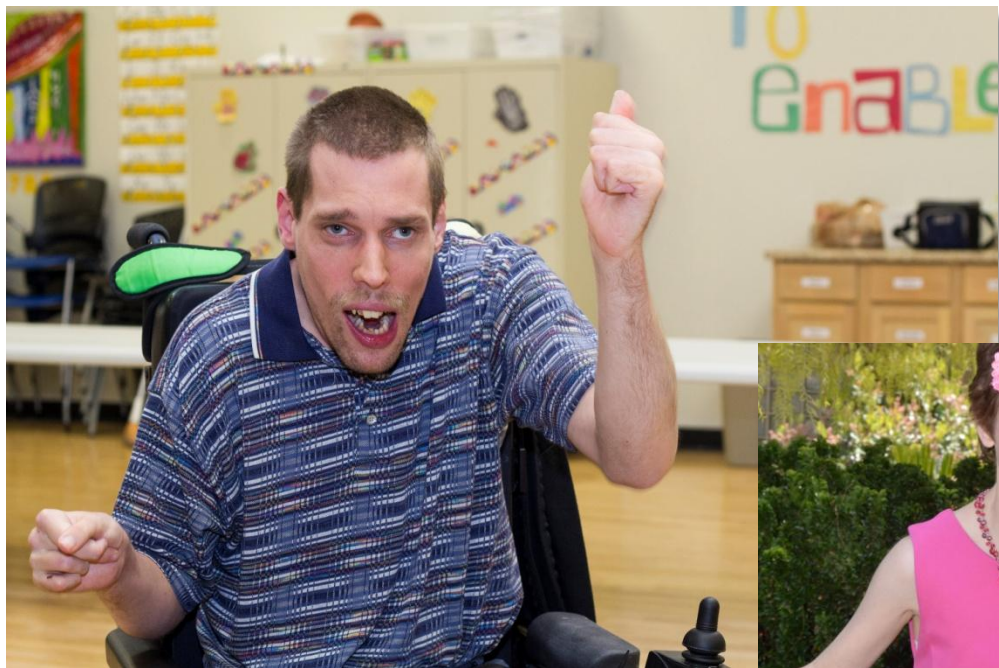
What are the Key Issues?

- Proposed federal legislation and federal regulations seek to limit options
- Proposed state policies favor a “one size fits all” approach that does not reflect the diverse nature of disability (and severely limits individual choices)
- These issues would seriously impact people with significant disabilities and their parents or guardians



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“Our options and opportunities matter most!”



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opportunities for people with disabilities



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options and opportunities

THE BUILDING BLOCKS OF WHAT MATTERS MOST

We are individuals, families and allies working to **Expand Options** and **Increase Opportunities** for people with disabilities. From services and supports to education and employment, we stand for one basic principle: that every disability, like every person, is truly unique. Join us to assure ALL options and opportunities are available, provided in the most integrated setting appropriate based on informed choice. We stand for ALL people, with ALL disabilities!

[click here to
take the pledge](#)



[join the discussion](#)



[check out our latest video](#)

[Click Here](#) for Our Complete YouTube
Video Archive.



[help us spread the word!](#)



Show your support and share your
story on our Facebook and Twitter
pages.

Ways to Engage (Individuals/Parents)

- **Explore our website and social media and visit often**
- Submit your story (message, photo or video)
- **Join the discussion forum dialogue**
- Sign a personal pledge
- **Sign the petitions**
- Order and display our posters
- **Download and customize our templates**
- Shop our e-commerce and recommend products

Ways to Engage (Providers)

- **Suggest individual/parent participation**
- Share our website and our social media posts
- **Recommend the discussion forum and share expertise**
- Distribute the personal pledges/URLs
- **Distribute the petition URLs**
- Distribute our posters in your community
- **Share our templates within your own networks**
- Connect us with your local media
- **Keep the wallet cards handy ... and distribute them!**



what matters
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SPREADING THE WORD ... THE EASY WAY!

These resources can be used as models to inform your friends, loved ones and community about the mission of the What Matters Most Campaign. Need a template you don't see here ... or have an idea about how we can spread the word? Let us know by emailing info@WMMcampaign.org.

SPEAKING TO A GROUP? Use this PowerPoint to explain the campaign.
[PowerPoint Presentation - Overview of the Campaign](#)

GET THE WORD OUT. Use this letter/email to inform other interested parties.
[WMM Campaign Template Letter - General Audience \(to build community support\)](#)

SHOW THE PARENT'S PERSPECTIVE. Send a letter/email to other parents you know!
[WMM Campaign Template Letter - Parent to Parent](#)

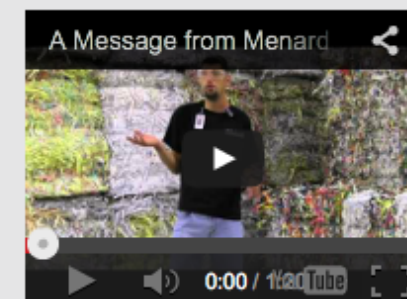
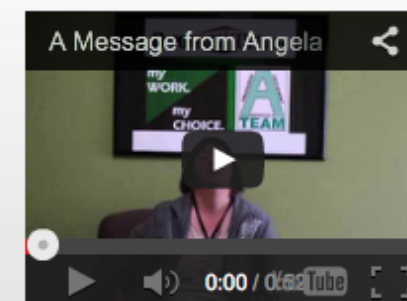
HAVE A NEWSLETTER? Here's an article that explains the campaign ... run it!
[WMM Campaign Template Newsletter Article for Supporting Organizations](#)

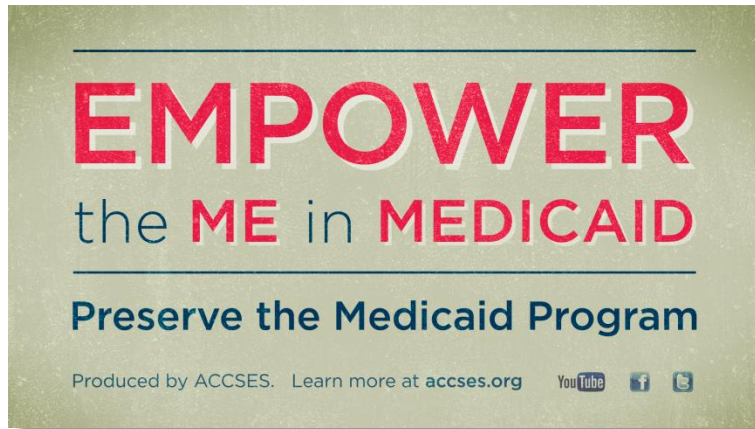
WRITE TO YOUR NEWSPAPER. Explain why this campaign is important to parents.
[WMM Campaign Template Op Ed from Parent Perspective](#)

ENGAGE YOUR LOCAL MEDIA. Send out this press release with your custom touches.
[WMM Campaign Template Press Release for Supporting Organizations](#)

PROMOTE THE CAMPAIGN ON A WEBSITE OR FACEBOOK. Could also be an ad!
[WMM Badge - Options Opps](#)

in the words of people who support our message...





<https://www.youtube.com/user/ACCSESDC/videos>

<http://www.wmmcampaign.org/templates>

Results in Action

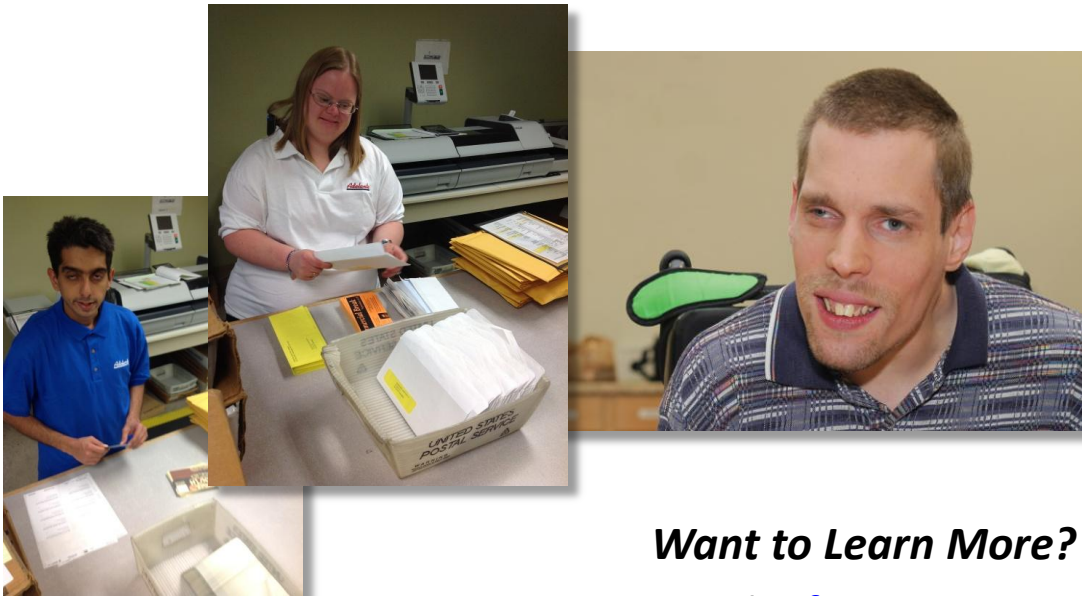
*A Discussion of Best Practices for Building
Campaigns on the State and Local Level ...*

What's Next for the Campaign?

- GOAL 1:** To Define the Impact of the Industry and Its Value to the Public
- GOAL 2:** To Increase Our Lobbying Efforts and Legislative Impact
- GOAL 3:** To Increase the Reach of Our Public Relations Efforts

Please Join Us...

To Respect and Expand “What Matters Most!”



Want to Learn More?

Email info@wmmcampaign.org or call 202-349-4254.