



What can YOU do? The Campaign for Disability Employment

Every day, people with disabilities CAN and DO make important contributions to America's businesses. They have the drive to succeed in employment, and the skills and talent necessary to deliver on the job.

These are messages that bear repeating far and wide—and that's what the Campaign for Disability Employment (CDE) is all about. Funded by the U.S. Department of Labor's Office of Disability Employment Policy, the CDE is a collaborative campaign that is working to change attitudes about the employment of people with disabilities, and foster dialogue around this important issue.

Collaborating Organizations:

Members of the CDE include the following disability and business organizations, which work collaboratively to shape and steer the campaign:

- ➔ American Association of People with Disabilities (AAPD)
- ➔ Job Accommodation Network (JAN)
- ➔ Employer Assistance & Resource Network on Disability Inclusion (EARN)
- ➔ National Business and Disability Council (NBDC)
- ➔ National Gay and Lesbian Chamber of Commerce (NGLCC)
- ➔ National Organization on Disability (NOD)
- ➔ Special Olympics (SO)
- ➔ U.S. Business Leadership Network (USBLN)

In addition, scores of businesses and organizations across the nation have established themselves as **CDE Supporters**. Visit the **SUPPORTERS** page of WhatCanYouDoCampaign.org to learn more about joining the movement!

Multimedia Products & Activities:

The CDE's multi-faceted campaign features a series of public service announcements (PSAs) and coordinating media products, all designed to promote positive employment outcomes for people with disabilities. Our tools include:

- ➔ **Powerful PSAs** that have aired widely on TV and radio stations nationwide
- ➔ **Discussion guides** to help you facilitate insightful group dialogues about each PSA
- ➔ **Posters** to display in your business or organization
- ➔ **Print and web banner ads** available for download and publication
- ➔ **Ready-to-publish news briefs** for newsletters and websites
- ➔ **Robust social media content** on Facebook, Twitter, LinkedIn and Instagram

Together, the CDE's products and positive messages are encouraging businesses and others to recognize the value that individuals with disabilities bring to the workplace, and the benefits that come with full inclusion.

WhatCanYouDoCampaign.org



Join the campaign that's *changing attitudes* about the employment of people with disabilities.

What can? YOU do?

SEVEN THINGS YOU CAN DO TO SUPPORT THE CAMPAIGN FOR DISABILITY EMPLOYMENT (CDE)

Interested in joining our movement and spreading the message that *at work, it's what people CAN do that matters?* Here are seven things you can do, right now.

- 1 Get Social.** Follow the CDE on Facebook, Twitter, Instagram, LinkedIn and other platforms. Share and like our posts, and encourage your networks to do the same.
- 2 Subscribe to the CDE.** Stay up to date on CDE news, products and events by subscribing to our e-alerts. You can do so right on our homepage.
- 3 Play and Distribute Our PSAs.** Embed our flagship media products on your website, share them via social media, and use the sample letter on our website to let your local TV station managers know that you and fellow viewers want them played on their networks.
- 4 Download and Use CDE Resources.** Check out the free posters, web banners, print ads, ready-to-publish articles and discussion guides designed to help you facilitate conversations about our powerful PSAs.
- 5 Engage in Our Dialogues.** From guest blogs to Twitter chats to photo sharing campaigns, the CDE engages in a number of interactive conversation-starters. Join in!
- 6 Become a CDE Supporter.** Take steps to adopt the CAN-do spirit and proactively engage in CDE outreach. "Supporters" of the campaign may be recognized on our website.
- 7 Foster Disability Inclusion.** In the end, the most important way to advance our movement is to "just do it." Take action now to support the hiring, retention and promotion of employees with disabilities. Visit our website's WHERE TO LEARN MORE section for links to valuable tools and resources designed for employers, people with disabilities, family members and educators.

To learn more about the CDE and access its resources, visit WhatCanYouDoCampaign.org.

Download and Share the CDE's PSAs!



"I Can" shows what people with disabilities CAN do at work when given the opportunity.



"Because" spotlights the crucial role we all play in helping youth with disabilities set goals and dream big.



"Who I Am" features nine real people whose disabilities are only one part of who they are.

