



Your 30-Seconds Video Campaign

We know you have something to say about building a disability inclusive workforce. Whether it's as a hiring manager, CEO, person with a disability, or service provider...your perspective is important. Your story just might inspire someone else to make a difference.

All we ask is for **30 Seconds** of your time...that's all it takes to share an idea, an innovation, a story. And then, we will share your video with Florida businesses, people with disabilities, employment service providers, and the public at large...all in an effort to raise awareness of the importance of disability workplace and inclusion. Will you join us?

Grab your phone, tablet, or computer. Turn on the video recorder and start talking. Then email it to us OR simply post it on your social media platforms using the hashtags #AbleTrust and #DEAM2020.

This is an open-ended initiative for Disability Employment Awareness Month (DEAM), but the sooner you get your video in, the sooner your voice will be heard.

Thanks for being a part of this important project. And, don't let it stop with you...share this opportunity with others, or better yet, challenge someone else in your video to make their own. Share your **30 Seconds** with us, and we'll share it with the world!

Instructions

1. We recommend you use the camera on your phone or tablet. You can also use Zoom or other similar platform to make your recording. Quick instructions for recording on Zoom are included below.
2. **A 30-Second video equates to about 60 words.** We recommend taking a few minutes to select your 60 words. We've provided a template and examples, but these are just suggestions. Please feel free to adjust language in any way that is aligned with you and/or your company.
3. Email your video to Business@AbleTrust.org
4. Please be aware that by sending your video, you are giving us permission to publish it on our website, social media platforms, webinars, and other DEAM communication materials. **Please do NOT send us a video that you do not agree to have published by The Able Trust.**

30-Second Video Script Template

1. Introduce Yourself

Example: *Hi, my name is Allison Chase, am the Vice President at The Able Trust.*

2. Make a Bold Statement

Example: *Hiring a person with a disability isn't about charity. It's about making a good business decision.*

3. Provide a Supporting Statement (can be your personal opinion/perspective or a fact):

Example: *It is estimated that 25% of Americans are living with a disability. This represents over \$175 billion in discretionary spending power each year.*

4. Ask a Question/Pose a Challenge

Example: *Don't you want that kind of insider intelligence on your team? I invite you to join other smart business leaders throughout Florida who recognize the value of disability employment.*

5. Wrap It Up

Example: *You can learn more by contacting me at Business@AbleTrust.org That's my 30 seconds. What's yours?*

Script Sample Statements

Examples of Bold Statements

- Businesses are more competitive when their workforce reflects their market place.
- Teams become more efficient and productive when they include workers with disabilities.
- A person with a disability has as much, and sometimes more, to offer as any prospective candidate.
- Employees with disabilities bring a unique perspective that can offer innovation to your workplace.
- Employers should hire on merit and qualifications, regardless of whether someone has a disability.
- Work teaches us responsibility – we are expected to show up, give our best effort, and improve the experience of our customer.
- Work produces endurance, provides an income, and challenges us to make a daily impact.
- An estimated 75% of people with disability who can and want to work, AREN'T.
- Many employers fear disability accommodations, but the truth is that most employers already accommodate their employees in many ways in order to retain valued staff.
- Hiring a person with a disability isn't just about that one individual. It's about their family, their community, and your customers.

Examples of Supporting Statements

- The percentage of people with disabilities is larger than any ethnic, racial, or cultural group.
- One out of three households are impacted by disabilities.
- 75% of Americans with disabilities have what is considered a hidden disability.
- Creating a disability inclusive workforce can foster a loyal, productive, and innovative workforce.
- Assistive technology has allowed many people with disabilities to develop technological skills that are transferable and highly-sought after by employers.
- People with disabilities spend over \$700 billion per year on technology.
- Americans with disabilities spend over \$18 billion per year on travel.
- A US Dept. of Education poll found that 92% of consumers feel more favorable toward companies that hire people with disabilities.
- People with disabilities are forced to innovate tools and systems for daily living. This type of thinking is transferable to work.
- An accessible workplace improves the work environment for ALL employees not just those with disabilities and older workers.

Examples of Challenging Questions/Statements

- We started our disability employment inclusion by (FILL IN THE BLANK). It's easy, invite students with disabilities to tour your facility, or start a conversation about disability inclusion with your team...do something today!
- Show your team and your customers that you value disability inclusion.
- Change your bottom line, make a plan for disability workforce inclusion.
- Most likely you already have a person with a disability on your team...find a way to include their voice.
- What's one thing you can do today, to start creating a disability inclusive workforce?
- What questions do you still have about disability workforce inclusion?
- Ask yourself, why NOT disability inclusion?
- Imagine the possibilities if you focused on disability workforce inclusion...
- What do you need to make disability inclusion happen?
- I challenge you to keep the conversation going...what's your 30 seconds?

Examples of Statements to Wrap It Up

- Those are my 30 seconds, now I challenge (Insert Name Here) to share theirs!
- Those are my 30 seconds...what are yours?
- Keep the conversation going...share YOUR 30 seconds!
- I can't wait to hear YOUR 30 seconds!