Disability Employment Awareness Month Toolkit

First celebrated in 1988, Disability Employment Awareness Month (DEAM) is part of a national initiative recognizing the contributions persons with disabilities make to our workforce. DEAM is an excellent time to learn more about the benefits of hiring persons with disabilities.

The Able Trust was established by the Florida Legislature in 1990 as a direct support organization for the Florida Division of Vocational Rehabilitation. We work year-round to supporting statewide efforts to expand disability employment, one community at a time.

The Able Trust developed this DEAM toolkit to offer several options your organization can use to learn more about this under-employed talent pool and show your support. We appreciate your help in spreading the word about the great contributions persons with disabilities make to our workforce. If you need additional information, please reach out to The Able Trust at info@abletrust.org or visit www.abletrust.org/deam.

LEARN MORE
- Sign up for The Able Trust communications so you don’t miss any important resources, research or information on how to get connected to talent from an important workforce pool. CLICK HERE
- Follow The Able Trust on social media to learn about updates to our programs, our High School High Tech student successes, the latest data in disability employment and more.
  - Facebook/LinkedIn: @The Able Trust
  - Instagram/Twitter (X): @Abletrust
- Watch the Collaborating to Make an Impact webinar from the 2022 DEAM Webinar Wednesday series to see how VyStar Credit Union is partnering with The Arc Jacksonville to employ and empower people with intellectual disabilities. CLICK HERE

SPREAD THE WORD
- Include an article in your company or organization’s newsletter introducing readers to DEAM and encouraging their support. [See page 3 for sample article.]
• Use your social media platforms to talk about disability inclusion. CLICK HERE for inclusion tips you can share to help raise awareness. [See sample/suggested graphics and text options beginning on page 4, along with this year’s DEAM logo.]
  o Use the hashtags #NDEAM and #inclusiveflorida and be sure to tag The Able Trust on your social media platforms of choice.
    • Facebook/LinkedIn: @The Able Trust
    • Instagram/Twitter (X): @Abletrust

BECOME A LEADER
• We would love to come and speak with your company or organization about the benefits of hiring persons with disabilities. CLICK HERE to invite us to speak.
• Disability Mentoring Day is October 21. Participate in this nationwide effort to promote professional development for students with disabilities by sharing information on your business or industry. Contact Coleen Agner, High School High Tech State Director, at coleen@abletrust.org to connect with the High School High Tech project coordinator in your area and invite their students to tour your business or organization.
• VR Business Relations Representatives partner with VR Counselors and Providers to complete job matching. CLICK HERE for a list of steps to get started with resources from the Florida Division of Vocational Rehabilitation.

SHARE YOUR STORY
• Share your story of inclusion and experience hiring persons with disabilities with us so we can include your story in our growing catalog of best practices. CLICK HERE to contact us.

ISSUE A PROCLAMATION OF SUPPORT
• If you are a Florida county or city interested in issuing a Proclamation in support of Disability Employment Awareness Month, start with our Proclamation Template and customize with your information. CLICK HERE to access the template.
SAMPLE COMPANY/ORGANIZATION NEWSLETTER ARTICLE

National Disability Employment Awareness Month Begins October 1

For the past 35 years, October has been recognized as Disability Employment Awareness Month (DEAM). This month-long celebration honors persons with disabilities for the contributions they make to our workforce.

The benefits of hiring persons with disabilities are numerous. According to a 2018 Accenture study, businesses that hire persons with disabilities (PWD) outperform their peers who do not hire PWD, showing 28% higher revenues and 20% higher profit margins. Research also shows that companies which hire from this underutilized talent pool are less likely to face talent and skills shortages, and in fact more likely to find candidates who have the right skills, attitude and motivation to keep their businesses moving forward.

The Able Trust, a nonprofit organization supporting the Florida Division of Vocational Rehabilitation, is working to expand disability employment in Florida’s. The Able Trust looks forward to working with Florida businesses, community leaders and other nonprofits to make our state the national leader in disability-inclusive employment at all levels. To learn more and find ways you can help to support this mission during Disability Employment Awareness Month and beyond, visit www.abletrust.org.
DISABILITY EMPLOYMENT AWARENESS MONTH

Did You Know?

Companies that include persons with disabilities in their workforce have seen 28 percent higher revenue and two times higher net income.

Share this important information and show your support for Disability Employment Awareness Month!

#InclusiveFlorida
#NDEAM

Learn More:
www.abletrust.org/deam
DISABILITY EMPLOYMENT AWARENESS MONTH

Persons with disabilities are an important part of our workforce. Our company supports disability-inclusive employment.

#InclusiveFlorida
#NDEAM

Learn More:
www.abletrust.org/deam
Did You Know?

92% of consumers feel more favorably toward companies that hire individuals with disabilities.

Share this important information and show your support for Disability Employment Awareness Month!

#InclusiveFlorida
#NDEAM

Learn More:
www.abletrust.org/deam
SAMPLE SOCIAL MEDIA GRAPHICS – Suggested Design

**DISABILITY EMPLOYMENT AWARENESS MONTH**

**ONLINE TOOLKIT & DEAM RESOURCES**
www.abletrust.org/DEAM

*What beverage fuels your workplace ambition?*
*Share your photo and show your support! Don’t forget to tag @AbleTrust!*

Join these disability employment champions and show your support for Disability Employment Awareness Month!

#NDEAM #inclusiveflorida
SAMPLE SOCIAL MEDIA TEXT

**Limited character texts (Twitter/X et al):**

Great news: More persons with disabilities are entering and staying in the workforce. Participating in Disability Employment Awareness Month is a great way to keep that positive trend going! Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) to learn how to show your support. #NDEAM #inclusiveflorida

Disability Employment Awareness Month is a perfect time to spread the word about expanding disability-inclusive employment throughout Florida. You can help to raise awareness too! Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) to get started. #NDEAM #inclusiveflorida

We’re promoting Disability Employment Awareness Month to help fuel workplace ambition for Floridians with disabilities! Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) to learn how you can help raise awareness about disability-inclusive employment. #NDEAM #inclusiveflorida

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**Longer texts (Facebook, Instagram, LinkedIn et al):**

Celebrated each October, Disability Employment Awareness Month serves as an ideal time to spread the word and show your support for disability-inclusive employment throughout Florida and nationwide. No matter your experience level, you can get involved and help raise awareness as well! Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) today to discover ways you can fuel workplace ambition for Floridians with disabilities. #NDEAM #inclusiveflorida

Supporting Disability Employment Awareness Month this October is a great way to fuel workplace ambition and keep positive employment trends going for workers with disabilities! Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) today to find out how you and your organization can show your support. #NDEAM #inclusiveflorida

We invite you to join us as we take part in Disability Employment Awareness Month to help fuel workplace ambition for Floridians with disabilities! As employment trends continue to improve, more persons with disabilities are joining and thriving in the workforce. Visit [www.abletrust.org/deam](http://www.abletrust.org/deam) today to learn how you can help raise awareness about disability-inclusive employment. Let’s work together to make Florida a shining national example of opportunities for these outstanding workers! #NDEAM #inclusiveflorida
What fuels your workplace ambition? Every October, Disability Employment Awareness Month commemorates the contributions of persons with disabilities to America’s workforce and economy. The Able Trust focuses on expanding disability employment, with the goal of all Floridians--including persons with disabilities--having the opportunity to start each work day with a cup of whatever fuels their ambition. Visit www.abletrust.org/deam today to find out how you can help show your support for this effort! #NDEAM #inclusiveflorida

www.AbleTrust.org