

IRENE M. WARD & ASSOCIATES
4949 Hayden Run Road
Columbus, Ohio 43221-5930
614/889-0888

Dear Colleague:

We hope you enjoy the enclosed *Appearances Count* video. The following materials have been included:

- A *Suggestions and Community Resources* list that provides tried and true strategies that other forward thinking providers have incorporated.
- A camera-ready two-piece "*Routine Checklist*" for both men and women designed to be run off on your copier and distributed to students and adults viewing this video. Ask them to identify which areas they feel they would like assistance with by circling the corresponding icon.
- "*Using the Right Video Presentation Equipment*" is also enclosed to enhance your presentations.

We wish you much success in your efforts to develop community supports and full integration for the people you serve.

Sincerely,



Irene M. Ward
Project Director



David Wilkin
Writer/Producer

Using the Right Video Presentation Equipment

to Enhance Community Support, Education & Marketing Efforts

One-on-One Presentations

For one-on-one presentations, very few employers or community resources will have a VCR in their office. Consider purchasing a small *VCR Player*. VCR Players resemble a small television but are lighter weight. A wide range of products are available at retail and electronic outlet stores. A VCR Player is also an excellent tool to use at a trade show.

Large Audience Presentations

The growth in multi-media presentations has encouraged the development of a broad range of video projection units that enable you to show a video on a white wall or large screen much like a movie projector.

Some units include sound. All (or most) will require that you also have a standard VCR attached to the projector.

Video projectors can be rented, much like an overhead projector, from an audio-visual dealer. However, if your agency intends to aggressively use video marketing and educational tools on a regular basis, consider purchasing your own projector. You will save money in the long run.

Our organization leased several models for large presentations that included testing a projector that provided a 300 diagonal inch image. We eventually purchased a maximum 100 diagonal inch model (that included sound). It works well for audiences of up to 300 people without a problem.

Some organizations may also wish to investigate the purchase of a large (12 foot or more) portable screen.

Creative Ways to Finance New AV Equipment

If your agency does not have the discretionary funds to purchase the equipment you need, we highly recommend that you write a brief (up to two page) proposal that contains the information shown in the chart on the right.

Circulate the (wish list) proposal, with a powerful cover letter, to your board of trustees, business advisory board, area service organizations and corporations requesting their assistance. Possibly approach a parent volunteer group and ask them to do a specific fund raiser to help you purchase your equipment. You may be surprised at how quickly you obtain the support you need.

Two-Page Proposal Content Outline to Obtain Financial Backing for the AV Equipment You Need

1. A Purpose Statement: This introductory series of statements should spell out:

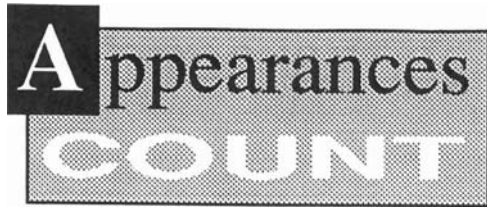
- a) Why you need the equipment,
- b) What you intend to do with the equipment, and
- c) What the use of the equipment will mean in terms of outcomes for the people you serve.

2. A list of the actual equipment you wish to purchase: Do your homework first. Give brand names, quantities and an "English translation" of how the equipment will be used.

3. Cost Information: Spell out the actual cost per unit, the number of units needed and provide extended totals similar to the example shown below:

- Two (2) (brand name) small fold-up 4" color monitors at \$xxx each \$_____
- One (1) (brand name) 100 diagonal inch projector, with sound \$_____
- One (1) twelve-foot portable tripod screen \$_____

Total Amount Requested: \$_____



Suggestions & Community Resources

Suggestions:

1. Promote the development of routines that become second nature.
2. Always make sure each individual is involved in choosing or selecting any purchases.
3. Enlist the support of others such as family members, teachers, residential providers, vocational providers, case managers and so on. A positive personal self-image builds self-esteem and confidence.
4. If people are unable to afford the tools they need to maintain their wardrobes at home (e.g. ironing or shoe shining equipment, razors, etc.), approach others for donations or hold a specific fundraiser to raise the money.

Community Resources:

1. Consider developing a formal relationship with a local barber college, school of cosmetology, barbershop or beauty salon in an effort to obtain access to hair styling and advice on make-up, for people on a budget. If you are a non-profit, donated services could be tax deductible to the business. Ask your accountant for assistance and coach your community partners related to any tax advantages they may have.
2. Gently used, good clothing stores are often willing to donate (free) clothing for people who are in need of an initial wardrobe to get them started. COVA (Columbus) developed a relationship with *One More Time*, a local re-seller, with much success. Other re-sellers, like the Salvation Army, Goodwill or Volunteers of America, often provide support. Call the groups or organizations that serve your community to uncover these valuable resources.
3. Beauty supply companies (check your yellow pages) may be willing to donate discontinued items such as curling irons, combs, brushes and make-up, to your program.
4. Mary Kay and Avon representatives, or other skilled people, are often willing to help with "make-overs," free of charge. There may even be someone within your organization who has a knack with make-up and a willingness to help train others.

Suggestions & Community Resources

-(continued)-

Questions & Concerns:

Some individuals in our schools or service delivery systems carry their belongings with them wherever they go, or wear and carry items that do not coincide with what is considered appropriate, to a specific age group. This raises questions such as:

- Does the individual have a safe place to keep their belongings in their home?
- How can we effect change in positive ways, without hurting the feelings of, or our relationship with, family members or other service providers?
- What has worked best for you?

We would appreciate your ideas and suggestions. Please drop us a note or call us at the address and phone number below:

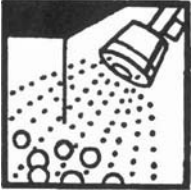


Irene M. Ward & Associates
4949 Hayden Run Road
Columbus, Ohio 43221-5930

(614) 889-0888 • (614) 889-4889 (FAX)
(614) 889-0119 (Voice/TDD)

Appearances COUNT

Routines for Men



Clean your body every day. Use deodorant soap & wash all areas of your body.



Wash your face every day.



Shave your face—every day if necessary. Trim your beard or moustache. If you need help, ask.



Use face lotion if you have dry skin.



Trim and clean your nails.



Brush your teeth every day.



Use mouthwash every day.



Apply deodorant every day before dressing.



Wear clean undergarments and clean clothes every day.



Take good care of your hair; wash it often.



Get haircuts and trims as you need them. Find a hair style that looks neat and good on you.



Buy clothes that fit properly and fit the occasion.



Wash your clothes every week.



Iron your clothes.

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Appearances

COUNT

Routines for Men

(Continued)



Hang up your clothes. Organize your closets and dresser drawers so clothes are easy to find.



Select shoes that are comfortable and safe for work.



Take good care of your coats and shoes.



Choose clothes that complement each other. Plain clothes go best with prints, stripes, plaids or polka dots.



Suspenders are a good choice. Wear solid colors, stripes or patterns to match your clothes.



Seasons change. Choose clothes that fit the weather.



Hats are fine, but dress appropriately for your age.



Carry your lunch in a reuseable bag or adult lunch box.



Take along your radio only if there is a good reason. Don't carry a big radio around.



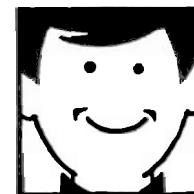
You can take along your favorite magazine or book, but don't carry a whole stack.



Stand tall; avoid shrugging your shoulders or staring at the floor. Walk like you feel good about yourself.



Look others in the eye when you talk to them.



Try to have a smile on your face.

Appearances COUNT

Routines for Women



Clean your body every day. Use deodorant soap & wash all areas of your body.



Wash your face every day.



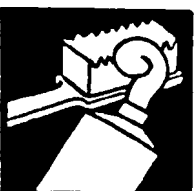
Use face lotion if you have dry skin.



Trim and clean your nails.



The bathroom is the place to shave your legs.



Brush your teeth every day.



Use mouthwash every day.



Apply deodorant every day before dressing.



Wear clean undergarments and clean clothes every day.



Take good care of your hair; wash it often.



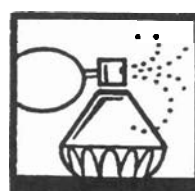
Get haircuts, trims and permanents as you need them. Find a hair style that looks neat and good on you.



Learn to use a curling iron, blow drier or curlers.



Ask someone to show you how to wear make-up. Apply sparingly; less is better.



Use only a small amount of perfume.



Buy clothes that fit properly and fit the occasion.



Wash your clothes every week.

Appearances COUNT

Routines for Women

(Continued)



Iron your clothes.



Hang up your clothes. Organize your closets and dresser drawers so clothes are easy to find.



Select shoes that are comfortable and safe for work.



Take good care of your coats and shoes.



Choose clothes that complement each other. Plain clothes go best with prints, stripes, plaids or polka dots.



Seasons change. Choose clothes that fit the weather.



Hats are fine, but dress appropriately for your age.



Have fun with clothes. You can wear a scarf in many different ways.



Wear only a few accessories, such as a watch, ring, small earrings or necklace.



Carry only one purse; be sure it's not too big.



Carry your lunch in a reuseable bag or adult lunch box.



Take along your radio only if there is a good reason. Don't carry a big radio around.



You can take along your favorite magazine or book, but don't carry a whole stack.



Stand tall; avoid shrugging your shoulders or staring at the floor. Walk like you feel good about yourself.



Look others in the eye when you talk to them.



Try to have a smile on your face.