

Ticket to Work Program

Successful Beneficiary Outreach Strategies

Course Objectives

Content

- The importance of outreach
- Setting a goal
- How to get started
- Outreach options from the Operations Support Manager (OSM)
- Discuss best practices in advertising, technology, and media usage
- Discuss targeted recruitment
- Identify resources for success

Application

- Develop a plan to get started with outreach efforts
- Implement one or more ideas to your current practices
- Track the success of your efforts

Why is Outreach Important?

Two pronged benefit

More Tickets = More beneficiaries that reach economic self-sufficiency

More Tickets = More revenue for your organization based on those beneficiaries that reach economic self-sufficiency



Set a Goal

You need Tickets assigned to see results!

Social Security Administration recommends a minimum of 10 Tickets per year.

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How to Get Started

Business plan

- Ticket to Work and existing business model

Examine those who you currently support

- Identify if there are any Ticket Holders in this client group

Always mention you are an Employment Network (EN)

- Word of mouth

Listen to Ticket Holders

- Different perspective

Advertise as a Service Provider

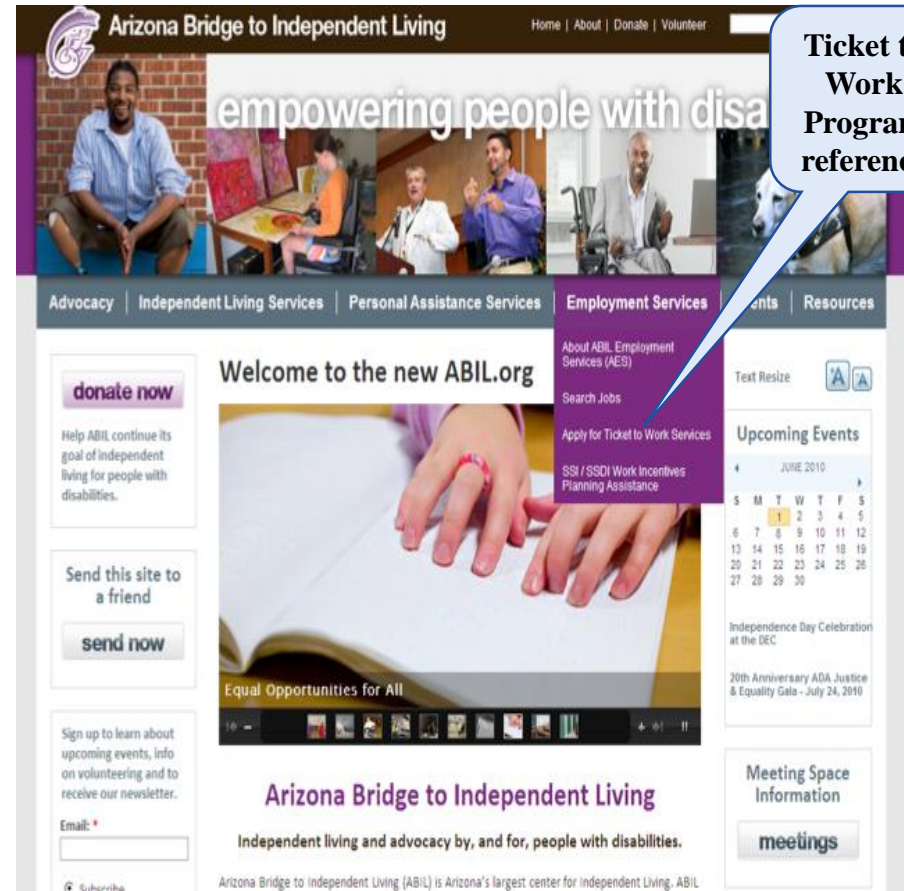
- Signage at your location mentioning you are an EN
- A tagline saying you are an EN
- Business cards
- Employment applications
- Brochures
- Letterhead
- Email signature
- Printed materials



Using Technology

Website

- Provide an explanation on the Ticket to Work program
- Explain your EN services
- Provide directions for those who want to discuss assigning their Ticket
- Feature a success story on your website
- Provide a link to www.choosework.net



The screenshot shows the homepage of the Arizona Bridge to Independent Living (ABIL) website. The header includes the organization's name and navigation links for Home, About, Donate, and Volunteer. A main banner features a collage of images and the text "empowering people with disabilities". Below the banner is a navigation menu with categories: Advocacy, Independent Living Services, Personal Assistance Services, Employment Services, Events, and Resources. The main content area includes a "Welcome to the new ABIL.org" message, a "donate now" button, a "Send this site to a friend" button, and a "send now" button. A central video player displays a close-up of hands on a document with the text "Equal Opportunities for All". To the right, there is a "Text Resize" tool, a "Search Jobs" button, and a "Ticket to Work Services" section with links for "Apply for Ticket to Work Services" and "SSI / SSDI Work Incentives Planning Assistance". An "Upcoming Events" calendar for June 2010 is also visible, listing events like "Independence Day Celebration at the DEC" and "20th Anniversary ADA Justice & Equality Gala - July 24, 2010". A "Meeting Space Information" section with a "meetings" button is located at the bottom right. A blue speech bubble in the top right corner contains the text "Ticket to Work Program reference".



Connect With Us!

**Ticket to Work Program
is on Social Media, are you?**



Join our Facebook, Twitter, Linked-In and YouTube networks to receive important program announcements and to stay connected to our Service Provider community!

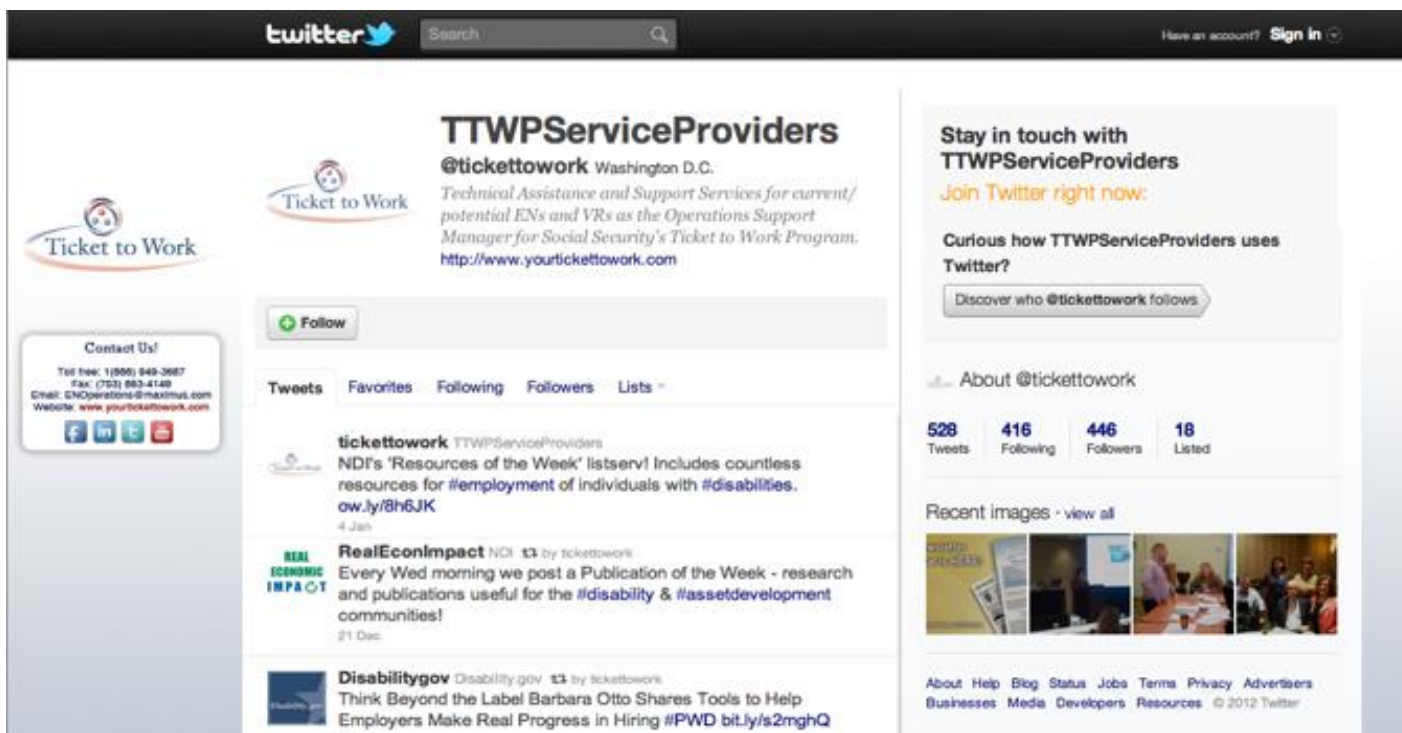
Facebook: facebook.com/yourtickettowork


Twitter: [@tickettowork](https://twitter.com/tickettowork)

Linked-In: linkedin.com/groups?gid=2414641

YouTube: youtube.com/TTWPServiceProvider

Social Media as a Resource




tickettowork TTWPServiceProviders
 ENs, Check this out! Career Resource Library available for your beneficiaries from CareerOneStop. Go to:
careerinfonet.org/crl/library.as...
 29 Dec



Explore Conference Events

- WISE
(<http://www.socialsecurity.gov/socialmedia/webinars/> or <https://www.chooseworkttw.net/wise/jsp/wise.jsp>)
- State conference youth transition hosted by area educational agency
- State youth with disabilities leadership events
- Employment 1st Conference
- State ARC Convention
- Peer Support Conferences
- Mental Health Empowerment Conference
- Local support groups (often through local hospital)
- Human Rights Council events
- City ADA council

Unique Ideas for Conferences

- Offer a service at a conference / event, such as mock interviews
- Partner with state deaf services to provide an interpreter at an event
- Offer a freebie at your booth that attracts beneficiaries but costs you little or nothing, i.e. lunch for four at your agency and staff provide food



Targeting Your Market

Veterans

- Veterans Affairs office
- VA clinic
- VR office
- VFW locations

Youth

- School youth transition programs
- After school programs
- Area high schools and vocational schools



Where do Beneficiaries Visit?



- Clinics
- Pharmacies
- Rehab Centers
- Food Assistance agency
- Housing agencies
- Heating Assistance agency
- Local Medicaid agency
- Community Action offices
- Public transportation locations
- Clubhouses
- Drop-in centers
- Wellness/support centers

Accessibility General Tips

- Ensure your EN location is physically accessible
- Ensure your website is friendly to screen readers
- Add 711 to your phone number postings
- Ensure your agency staff know about reasonable accommodations within your environment
- Create a desktop guide for staff to refer to when a sign language interpreter is needed, and/or printed items in alternative format

General Tips

- Host Ticket to Work informational meetings on regular basis for current and new customers
- Provide peer-to-peer mentoring
- Invite a Certified Work Incentives Counselor to speak about how going back to work will impact benefits
- Invite employers to speak about work expectations

Next Steps...

- ✓ Develop a plan to get started with outreach efforts
- ✓ Implement one or more ideas to your current practices
- ✓ Track the success of your efforts



Resources for Success

- Ticket Assignability and Payment Help Desk
 - Toll Free: 1.866.949.3687
 - Options: Payment and Systems Help Desks
 - FAX: 703.893.4149
 - TDD: 1.866.833.2967

- Ticket Portal
 - Input data
 - View Reports
 - Download Documents
 - Check Ticket Assignability and Ticket History

Weekly Training Events & Monthly Conference Calls

- Ticket Training Tuesdays
- Monthly calls with Social Security and the OSM
 - All EN Call – First Thursday of each month
 - All VR Call – Second Tuesday of each month
 - All EN Payments Call – Last Tuesday of each month

More information at

- <https://yourtickettowork.com/web/ttw/calendar-of-events>