

# RESNA MEMBERSHIP TOOLKIT

**PURPOSE:** The purpose of the RESNA Membership Toolkit is to provide current members holders with tools, templates and tips they can use to promote their RESNA membership.

## WHAT'S INCLUDED IN THIS TOOLKIT:

- Sending a credible press release
  - Media relations helpful hints
  - What to do with your RESNA membership press release
  - Press release template
  - FAQ about Membership
  - RESNA Member Logo use
  - Candidate and Consumer Brochure(s) (PDFs)
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## Sending a Credible Press Release

- The purpose of a press release is to announce an event or piece of news to a specific audience through the media channel.
  - The press release content needs to be compelling enough for the reporter to print it.
  - Avoid self-promotion. The news has to have general appeal to a broad range of readers.
  - A press release must follow a very specific format (see press release template).
    - The contact information for the news release should be clearly posted on the top of the release. Opposite the contact information, on the top right, should be the words "For Immediate Release."
    - Headline should be centered in ALL CAPS. (Headlines should grab the editor's attention).
    - Subtitle should be centered in Title Case.
    - Start the press release with the current date and town where you live.
    - Write introductory paragraph and body next. (Always include the 5Ws: Who, What, When, Why and Where).
    - Include website address at the end so editor can learn more about your company.
    - Close with three pound signs (# # #), or -30-, the standard symbols for the end of a press release.
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## Media Relations Helpful Hints

Effective media relations starts with building a solid relationship with the media that helps them deliver valuable news to their readers. Here are some top suggestions for building credibility with the media:

- Help them meet their deadlines with timely responses. If a reporter contacts you, get back to him or her right away, certainly within 24 hours.
- Provide clear, straight-forward answers
- Reinforce messages that are meaningful to *their* audience. Find out what their readers are interested in reading.

- Make the news relevant to the media. Just because you think it's important, it may not have that same importance to their readers.
  - Hook your story to their editorial agenda
  - Be prepared when reporters call. Have your top 1 – 2 messages ready to go.
  - Never assume a reporter understands everything you say. Be prepared to explain what “assistive technology” is. Try not to make the interview confusing by using technical language. Do not use acronyms!
  - Keep your answers as simple and straightforward as possible and don't hesitate to define a term very carefully to avoid misunderstanding. Use analogies to convey a simple, graphic image.
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### **What to do with Your RESNA Member Press Release**

- Fill in the information using the Press Release Template below.
  - E-mail the press release to your local newspapers, business publications, and newsletters of companies you do business with. Copy and paste the press release into the e-mail, as most reporters will not open attachments due to virus concerns.
    - Target the following editors: Business Section, Community/Local News Section, “Who’s Who?” section. Much of this information of who to contact can be found on the publication’s website.
  - You can also post a copy on your website and send it to your clients.
  - Many newspapers will have their own forms for “people in the news.” Check their websites and use these forms whenever possible.
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# Press Release Template You Can Send to Your Local Media

FOR IMMEDIATE RELEASE

Media Contact:  
Your Name Goes Here  
Your Phone Number  
Your Email Address

## LOCAL ASSISTIVE TECHNOLOGY PROFESSIONAL EARNS ACCREDITATION

Month, Date, Year – Your City, State. – First Name Last Name, Job Title at Company Name, has joined the Rehabilitation Engineering and Assistive Technology Society of North America, (RESNA), an association that represents assistive technology professionals. These are professionals who analyze the needs of individuals with disabilities, assists in the selection of the appropriate equipment and trains the consumer on how to properly use the specific equipment.

Insert Brief bio of new member

There are almost 1,200 rehabilitation engineers, occupational therapists, physical therapists, speech and language pathologists, suppliers, educators and other professionals who are members of RESNA.

### About RESNA

RESNA, the Rehabilitation Engineering & Assistive Technology Society of North America, is the premier professional organization dedicated to promoting the health and well-being of people with disabilities through increasing access to technology solutions.

For more information on RESNA membership, visit [www.resna.org](http://www.resna.org).



## RESNA Membership Q&A

This Q&A can be used to help answer questions RESNA members may receive from colleagues, physicians and patients.

### What is RESNA Membership?

RESNA is a community of rehabilitation engineers and assistive technology professionals (ATP) developed by the Rehabilitation Engineering and Assistive Technology Society of North America (RESNA) who support people with disabilities.

### How do I describe what RESNA does?

RESNA is a non-profit professional organization whose members serve people with disabilities seeking technology applications to maximize their ability to function in their environment. RESNA's membership consists of researchers, clinicians, suppliers, manufacturers, consumers and educators who work in nonprofit and for-profit companies. All members are dedicated to promoting the exchange of ideas and information for the advancement of assistive technology.

### Why is RESNA Membership important?

RESNA is the home for professionals who have expertise in helping people with disabilities. The professionals can join together to advance advocacy, develop policy, develop skills to advance ones career, develop leadership skills as a volunteer in RESNA committees, stay current with research, and make an impact by bringing these initiatives together to advance the field and help persons in need of professionals who promote RESNA's mission and abide by its code of ethics.

### What are some of the benefits of RESNA membership?

1. **RESNA Member Logo:** Members can show their professional pride with a special logo created just for member use. Use it as part of your e-mail signature, on your LinkedIn page, and with your professional bio. E-mail the RESNA office at [membership@resna.org](mailto:membership@resna.org) to request the logo files.
2. **Members-only directory:** Make connections and network effectively with other members through the members-only directory at <http://www.resna.org/user/login>
3. **Assistive Technology Journal:** Members receive a free on-line subscription to the prestigious *Assistive Technology Journal*, with regular issues published quarterly and special issues published throughout the year. Members also have full, free access on-line to the Journal archives and to pre-publication articles, while non-members can view abstracts and must pay to view the entire text.
4. **Special Interest Groups:** RESNA's Special Interest Groups (SIGs) connect assistive technology professionals from diverse backgrounds to other members that share similar interests. Grouped around common themes and issues, the SIGs encourage a multi-disciplinary approach to information sharing, collaboration, and connection.
5. **Professional Specialty Groups:** RESNA's Professional Specialty Groups (PSGs) connect assistive technology professionals from different specialty areas to colleagues that have similar professional backgrounds. Many AT pros work in professional settings where they may be the only rehabilitation engineer, the only physical therapist, the only speech language pathologist, etc., on the team. PSGs are an antidote to that professional isolation
6. **Member News:** This quarterly electronic publication features news about important policy issues and advanced notice on conferences and meetings. A month after distribution, it is available in the newsletter archives.
7. **Discounts on Conferences & Trainings:** Members receive substantial discounts on [Annual Conference](#) registration, Pre-conference instructional courses, and [other educational offerings](#).

8. **Publication Discounts:** Members enjoy discounts on publications and merchandise created expressly for practitioners in the RESNA Online Store. Members also receive a 20% discount on books offered through Taylor & Francis, the publisher of *Assistive Technology Journal*.
9. **Partnerships with other organizations:** RESNA members regularly receive discounts to attend the conferences of other organizations. For example, RESNA members receive a 5% discount on [ATIA Conference](#) registration.

### **How do I join RESNA?**

RESNA membership for students, professionals, companies, and consumers, include trial and discounted prices for new members. Visit [www.resna.org/membership/become-member](http://www.resna.org/membership/become-member) to apply online or download and submit a

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## **RESNA Member LOGO Use**

### **Who can use the RESNA Member Logo?**

Individuals who are RESNA Members can begin using the logo on the same date their membership is confirmed, once they have received permission to do so from the RESNA office. They may use the logo as long as the membership remains in good standing.

### **How should an individual use/display the RESNA Member Logo?**

The Member may use the logo in a variety of promotional and advertising materials (i.e. business cards, website, letterhead, etc.)

### **What happens if someone uses the RESNA Member Logo who is not a RESNA Member?**

RESNA protects its Membership trademark and use of the designation or logo, and a letter of violation will be sent, along with a warning that further legal action may be taken to protect against fraudulent use.

### **Can the RESNA Member Logo colors and font be altered?**

No, it is in violation of the logo use agreement to alter any portion of the RESNA Member logo artwork.

### **How does the Membership holder access the RESNA Membership Logo?**

A low-resolution file can be downloaded from the RESNA website. For a print-quality logo, members can send a request to [membership@resna.org](mailto:membership@resna.org).

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## **Candidate and Consumer Brochures (PDFs)**

A brochure was developed from your use and is posted at [www.resna.org](http://www.resna.org) > Membership > Marketing Your Membership.

**RESNA Membership Brochure** – this brochure may be used to let others know about your membership and what it means to be a RESNA member.

The brochure may be downloaded and printed for free, or you may order it, pre-printed and in color, from the RESNA office for \$30 per 100 brochures, including shipping.

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