

Congratulations on receiving funding from the Autism Services Grants Council! As part of the funding agreement, it is necessary for your organization to help promote the Florida Support Autism Programs License Plate.

There are many ways your organization can promote the plate! Here are just a few ideas:

* Add the Autism License Plate logo and link ([www.autismlicenseplate.com](http://www.autismlicenseplate.com)) to your website
* Use the provided Facebook cover photo – in toolkit
* Post the provided Social graphic on Facebook, Instagram, Twitter or LinkedIn announcing you are a grant recipient – in toolkit. See copy suggestions on page 2
* Post provided video from toolkit on social media pages promoting plate sales
* Have your staff add the Autism License Plate signature block and link ([www.autismlicenseplate.com](http://www.autismlicenseplate.com)) to your email communications
* Submit the template press release announcing the grant funding (with your organization’s information) to your local media outlets
* Hand out flyers, palm cards and buttons at community events in which your organization is participating
* Post about a success story that was made possible by the grant funding to your social media outlets and include the link ([www.autismlicenseplate.com](http://www.autismlicenseplate.com)). If posting on Facebook you can also tag the license plate’s Facebook page (https://www.facebook.com/AutismLicensePlate)
* Take photos of your staff promoting the Autism License Plate and share them with us! Just share the photo on Facebook and tag the Autism License Plate Facebook page (<https://www.facebook.com/AutismLicensePlate>). You can also send us your photos and we’ll post them on our page – please be sure to obtain photo releases if the photos contain clients served in your program.

We will be sending you marketing materials such as buttons, palm cards and rack cards for you to hand out during community events. If you happen to need other materials such as banners or additional flyers, please contact Kendra Spangler at [kspangler@arcbroward.com](mailto:kspangler@arcbroward.com) or (954) 746-9400.

**Social Media Copy Suggestions:**

(1)

We are excited to be chosen as a 2020 Grant Recipient for the Florida Support Autism Programs License Plate! Funds from the Florida Autism License plate (Insert tag) go towards supporting organizations like ours. Purchase yours and support Autism Services today at: [www.autismlicenseplate.com](http://www.autismlicenseplate.com)

(2)

We are excited to be chosen as a 2020 Grant Recipient for Florida Support Autism Programs License Plate! Funds will be used to support (insert information about program here).

(3)

As a Florida motorist, you can help support Autism services in the state of Florida and organizations like ours! Purchase an Autism Services Plate today! [www.autismlicenseplate.com](http://www.autismlicenseplate.com)