



Marketing your VITA Site and Services to People with Disabilities

Get feedback from people with a variety of disabilities. Understanding what VITA customers with disabilities want and need is fundamental to success. For tips and techniques refer to: “Gathering Input from Customers with Disabilities” www.ada.gov/custinfo.pdf

Make your facilities and programs accessible. This is an important way to communicate with people with disabilities that they are welcomed. Refer to: “Americans with Disabilities Act -Checklist for Existing Facilities.” www.adachecklist.org

Train VITA staff and volunteers about disability etiquette to communicate respect and a positive attitude that is welcoming to people with disabilities. Refer to “Disability Etiquette – Best Practices” www.realeconomicimpact.org/Asset-Development-Community/Disability-Etiquette.aspx

Publicize the accessibility of your VITA sites and services. Include accessibility information in program flyers, ads, publications, websites and other marketing materials.

Include images and graphics of people with disabilities in marketing materials. For downloadable disability access symbols refer to: www.graphicartistsguild.org/tools_resources/downloadable-disability-access-symbols

Reach people with disabilities through a variety of media including Internet, television, radio and print. People with disabilities that affect communication may need to access information in auditory, visual or other alternate formats. Do not assume that just one method of communication will reach everyone.

Reach people with disabilities through local and regional disability organizations. Organizations, such as Centers for Independent Living, are great resources for letting people with disabilities know about your VITA services. To find Centers near you visit: www.ilru.org/html/publications/directory/index.html

For more resources on serving taxpayers with disabilities, visit:

- Tax Access website: www.adasoutheast.org/taxaccess
- NDI's Tax and Tax Preparation web section: www.realeconomicimpact.org/Our-Work/Taxes-and-Tax-Preparation.aspx