

Direct Support Professional Recognition Concept

This proposal seeks to promote the vocation of Direct Support Professional (DSP) by recognizing the important work of DSPs and attracting new talent to the profession.

The work performed by Direct Support Professionals (DSPs) is challenging and the pay is low. The low wage along with other factors has resulted in a high turnover rate, shortage of workers, and poor quality of supports. Due to budget constraints, funding for wage increases is not available to mitigate the turnover, capacity and quality issues. While better pay will always be a motivator for retaining and attracting workers, it is not the only motivator. Public recognition of DSPs can go a long way towards motivating them as well as attracting new talent.

Media Campaign – DSPs Make a Difference

Media available for use include billboards, television, radio, online, and print. This proposal includes Facebook advertising only.

Produce 30 second commercial – \$1,800-\$3,000

- 30 second commercial will feature a DSP discussing the work he/she does and the individual/family discussing how the DSP helps them. It will also include information on how to become a DSP.
- Facebook ads will be purchased to run the commercial.
- Video will be posted on YouTube and other social media.

Purchase Facebook Ads - \$7,000 - \$8,200. – Purchaser sets daily or total budget for advertising. Minimum \$5.

Total Cost of campaign - \$10,000

Possible Slogans

- I support people with disabilities in fulfilling their dreams. I AM a Direct Support Professional.
- I support people with disabilities to live the life of their choosing. I AM a Direct Support Professional.
- I support people with disabilities in living in their own homes in their communities. I AM a Direct Support Professional.
- I make a difference in the lives of people with disabilities. I AM a Direct Support Professional.
- My name is _____. I am a Direct Support Professional and I support people with disabilities to _____.