Deaf-Friendly Notification Postcard – new 2015 (notes)

The notification postcards that go out to businesses when they have a new review need to be updated. They should have a similar feel, colors, font selection, and images as the new expo postcards (attached to files).

The tips for the new notification postcard are below. They should read “5 Deaf-Friendly Tips for your Business” or #deaffriendly Tips or Deaf-Friendly Tips or Become Deaf-Friendly.

1.  Have a positive attitude.

2. Look directly at the Deaf person and maintain eye contact.

3.  Get their attention with a shoulder tap or subtle hand wave.

4. Use Pen and Paper, learn ABCs and basic words in sign language.

5. Be patient, do not hang up on relay calls and stay on the line.

If all else fails, do whatever it takes to communicate.

The new words (**front of card**) (include new mascot face (attached) or new logo with business name (attached)).

Is your business #deaffriendly or #deafchallenged? Check out your review and find out! [www.deaffriendly.com](http://www.deaffriendly.com)

Visit our website to:

Read your Review

Create and Sponsor a Business Listing (could be on two lines)

Find Resources & Training