

2026 DD Awareness Month:

We're Here: Then, Now, Always.

Promotion Playbook

Introduction

People with intellectual and developmental disabilities (IDD) contribute to their communities in countless ways, yet their stories often go unheard. The 2026 DD Awareness Campaign is working to change that by collecting and sharing the real, everyday experiences of people within the DD community.

We are grateful for your partnership to promote this program. This campaign will highlight achievements, challenges, passions, and personal moments — whether at work, with friends and family, pursuing hobbies, or overcoming obstacles. Every story is unique, and every voice matters.

By sharing these experiences, the campaign aims to challenge stereotypes, inspire others, and showcase the strength and richness of the DD community.

Shared Goal

This is a unified national campaign. Consistency ensures:

- Stronger national recognition
- Clear messaging across states
- Greater impact beyond the disability community

We're stronger together when we show up as one voice.



About the Playbook

Your support and participation is critical to the success of our marketing efforts for 2026 DD Awareness Campaign. The DD Awareness Partner Playbook gives you approved marketing images, text, email graphics, templates, and more that make it easy for you to promote, share, and engage with your network.

Contents

This playbook provides you with free marketing material to promote the DD Awareness Campaign to your state-specific communities.

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How to Position the DD Awareness Campaign

How to Talk About the Campaign

- *Keep It Person-Centered:* This campaign is about real people and real experiences – and this history of disability rights and shaping our present and future. Messaging should highlight the individuality and uniqueness of each story, rather than broad statistics or generalizations.
- *Encourage Participation:* Use inviting language to encourage people to build relationships and submit their stories. Make it clear that every story – big or small – has value.
- *Emphasize the Impact:* Building relationships helps raise awareness and create meaningful change by showing the world the diverse contributions of people with DD.

Call to Action

Encourage Council members to actively share campaign materials, invite their networks to participate, and help spread awareness through social media, newsletters, and community outreach.

The more voices that join, the stronger the impact of the campaign.

Timeline & Goals

Campaign Timeline

DD Awareness Month runs from March 1, 2026 - March 31, 2026.

We're Here: Then, Now, Always campaign runs:

March 1, 2026 – February 28, 2027

Materials should not be used outside this period without NACDD approval.

Phase 1: March 1 - March 31, 2026

- Campaign Launch
- Build Relationships Portal Launch
- Storytelling Campaign (Then, Now)

Phase 2: April - June 2026

- National Portrait Collection Launch (Always)
- Storytelling Campaign continues (Then, Now)

Phase 3: July 2026 - February 2027

- Launch of National Portrait Collection (Always)
- Storytelling Campaign continues (Then, Now)

Building Relationships Portal

How People can Participate in Advocacy Building:

- Visit Quorum's Action Center: <https://nacdd.quorum.us/DDAM2026/>
- Share the link in social media or email marketing.
 - Choose a portal - self advocate, family member, community member
- Follow the directions on the portal page
- Use the language provided and change it make it personal to their story/lived experience.
- Submit to elected officials.

The screenshot shows the NACDD Building Relationships Portal registration page. The header features the NACDD logo and the slogan "We're Here Then, Now, Always." The main content is divided into two columns. The left column, titled "Self- Advocates, introduce yourself to your lawmakers!", includes a progress bar showing "0 actions taken" out of "10 needed to reach next goal". It contains introductory text about building relationships with lawmakers and a "DIRECTIONS" section with bullet points: "Enter your home address so the system can identify your elected officials. Do not use the Facebook login." and "Once you complete the form, a pre-filled letter will come up for each of". The right column, titled "Act Now!", contains a registration form with fields for "First Name", "Last Name", "Address", and "Email". It also includes a "Sign up with Facebook" button and a "I am..." section with radio buttons for "a person with an intellectual or developmental disability" and "a family member, friend, caregivers, or other ally of a person".

NACDD NATIONAL ASSOCIATION OF COUNCILS ON DEVELOPMENTAL DISABILITIES

We're Here Then, Now, Always.

Self- Advocates, introduce yourself to your lawmakers!

0 actions taken 10 needed to reach next goal

Building relationships with lawmakers – whether it's your local city councils, key agency leaders, state representatives, or federal representatives – is the key to effective advocacy.

Developmental Disabilities Awareness Month is doing just that - building relationships through awareness and advocacy.

Use this platform to write an introductory letter to your elected officials and make sure they meet you and know what's on your mind when it comes to living in your community.

This advocacy effort is focused on connection and long-term relationship building making sure that key people know that **we were here then; we're here now; and we will be here, always.**

DIRECTIONS

- Enter your home address so the system can identify your elected officials. Do **not** use the Facebook login.
- Once you complete the form, a pre-filled letter will come up for each of

Act Now!

Sign up with Facebook

or

Fields with an asterisk (*) are required.

First Name * Last Name *

First Name Last Name

Address *

Street Address, City, and State

Email *

Email

I am... *

- a person with an intellectual or developmental disability.
- a family member, friend, caregivers, or other ally of a person

Social Media Engagement Guidelines

Copy and Graphics

- 2026 Communications Toolkit
- Graphics:
 - Launch Graphics
 - Campaign Graphics (Capitol Crawl, Coffee, Beach, 5K)
 - *Alt-Text is available in Toolkit, per graphic title.*

NACDD Social Media Channels – please tag NACDD in your posts.

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [BlueSky](#)

Hashtags: #DDAM2026 #WeReHere #ThenNowAlways

Suggested Timeline: March 2 - March 31, 2026

The campaign runs from March 2, 2026 - February 28, 2027



Press Release Template

- DDAM Press Release (English and Spanish)
 - Please review and add your organization's name and contact information
 - Please add a quote from your organization's leadership
 - Distribute to your local email lists, listservs, media outlets, and add to your website.
 - **NOTE:** please do not edit or change the quote from NACDD leadership.

Rules & Guidelines for Content Use

Co-Branding Guidelines: We're Here: Then. Now. Always.

National Association of Councils on Developmental Disabilities (NACDD)

To ensure brand consistency and protect the integrity of the national campaign, all participating organizations must follow the guidelines below when co-branding materials.

Campaign Name Usage

- Always use the full campaign title on first reference:
We're Here: Then. Now. Always.
- Capitalize and punctuate exactly as written.
- Do not alter the wording, reorder phrases, or create variations.

Do not use:

- "Here Then Now Always"
- "We Were Here"
- "Then & Now"
- Any shortened or modified version as a primary title

NACDD Logo Usage

- The NACDD logo must appear on all official campaign graphics.
- The logo must remain intact and unaltered.
- Maintain clear space around the logo (no crowding with other elements).

Do not:

- Stretch, recolor, crop, or add effects to the logo
- Remove the campaign tagline from official graphic templates
- Overlay text on top of the NACDD logo

Co-Brand Placement

State or partner logos may appear:

- In the top corner
- In the bottom corner opposite the NACDD logo
- In approved Swiss-cheese templates
- Local logos should not overpower the NACDD logo.

Do not:

- Replace the NACDD logo with your own
- Make NACDD secondary or hidden
- Create new layouts without approval

Rules & Guidelines for Content Use (cont.)

Color & Visual Integrity

Use campaign-approved:

- Fonts
- Color palette
- Graphic templates

Maintain the visual contrast of:

- Black & white imagery for “Then”
- Full color imagery for “Now”
- Portrait-style imagery for “Always”

Do not:

- Substitute brand colors for campaign colors
- Add additional design elements that change the campaign look
- Create alternate versions without review

Messaging Consistency

Keep the core message intact:

People with developmental disabilities have always been here.
We are here now.
And we will always be here.

Align with campaign themes:

- Community living as whole life
- Inclusion as everyday life
- Relationship-building and participation

Do not:

- Add partisan language
- Attach campaign graphics to specific legislation
- Modify messaging to conflict with the national framework

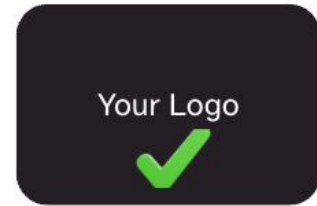
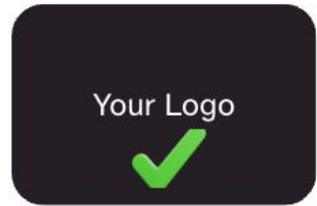
Hashtags & Attribution

- Use primary hashtag:
#DDAM2026 #WeReHere #ThenNowAlways
- Include credit when required on photos.
- Acknowledge NACDD as campaign organizer when appropriate.

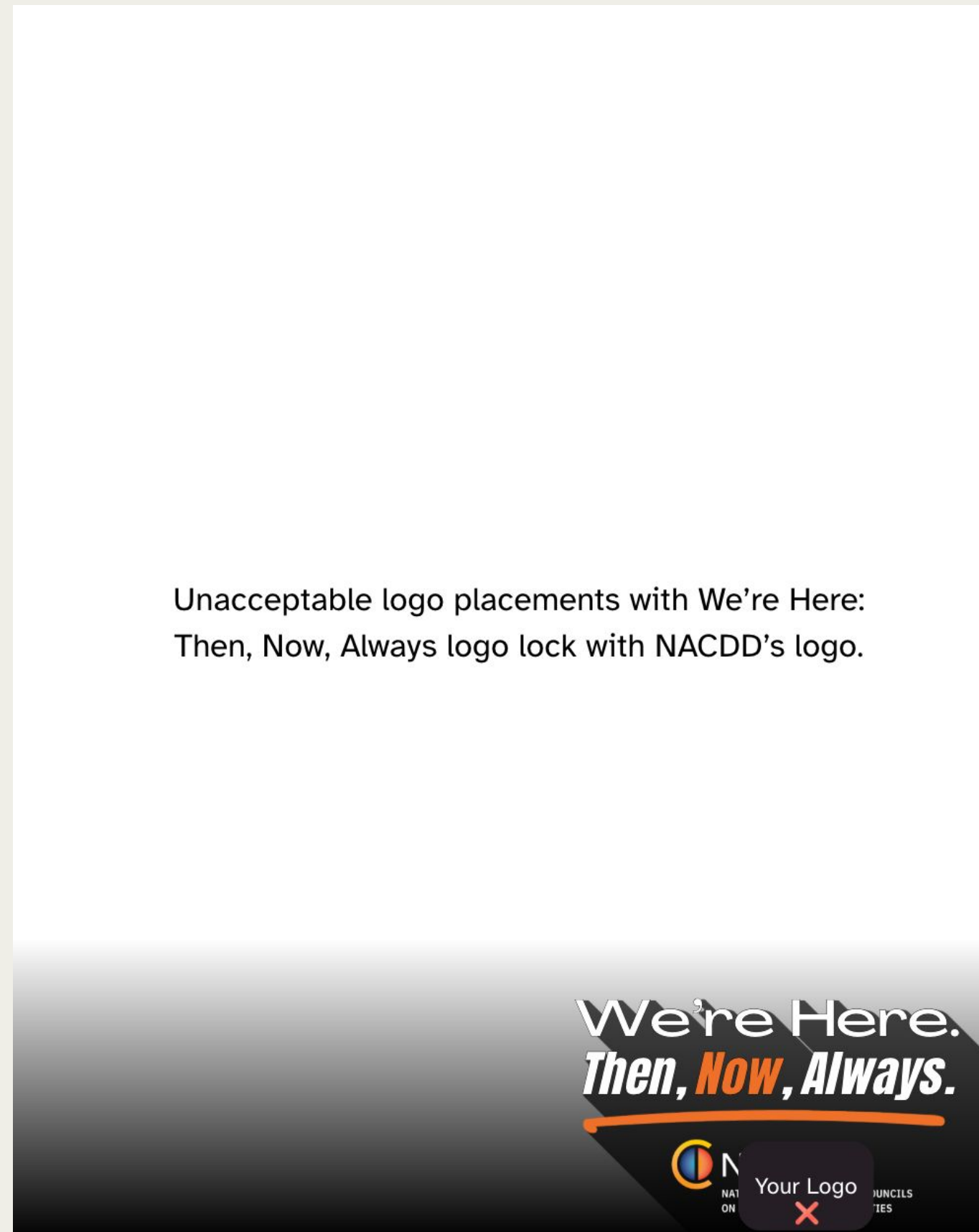
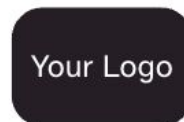
Example:

“This campaign is organized by the National Association of Councils on Developmental Disabilities.”

Rules & Guidelines for Content Use (cont.)



Acceptable logo placements with We're Here: Then, Now, Always logo lock with NACDD's logo.



Unacceptable logo placements with We're Here: Then, Now, Always logo lock with NACDD's logo.



Sharing your own Then/Now Stories

Each state and organization has great collections of their own Then and Now stories. To share your own Then/Now stories, please be sure to follow the Logo Rules and Guidelines on page 10.

- The *We're Here: Then, Now, Always* logos are provided for use locked with the NACDD logo to use on your own in-house graphics development. *Please do **not** use screenshots.*
 - *The shadow effect in the launch graphics will not be available on the logos as that is a design element. It is okay to not use that element, as long as the correct logo is used.*
- If using for social media, please be sure to tag NACDD on its channels - Reference Page 8.
- For questions, please contact NACDD at jjacobs@nacdd.org

2026 DD Awareness Month:

We're Here: Then, Now, Always.

For information or questions, contact NACDD at JJacobs@nacdd.org