Delaware

Starting up a Corporate Outreach Program is super simple and relatively easy to maintain.  You probably already have a group of corporate partners that you serve currently or have served in the past.  Here are the components of the Corporate Outreach Program in Delaware:

* **Email and Mailing Distribution List.**  I use an Access database to keep all the data for the businesses that have requested information/ services from OHS (Name of Business, Address, Primary Contact, Phone, Email).  This is where I also keep information on the number of materials they need for a given campaign (#of posters, #of flyers, # of table tents).
  + **Mailings (or Standing Order).**  Most mailings coincide with the start of a major campaign when new materials become available.  OHS aims to have new materials in the hands of our partners 1 week before the mobilization begins.  The number of materials for each partner is always the same, so the office staff knows how many materials to order for each campaign.
  + **Email.** Email updates are sent out to our partners on a regular basis to update them on current programming, and to make them aware of future mobilizations.  I also use this time to promote partners who are doing great promoting traffic safety to their employees.
* **Traffic Safety News.**  This is our monthly e-newsletter focusing on the "hot topic" of the month (attached).  Usually it is sent at the onset of a major traffic safety campaign.  In May, for example, the topic is Click It or Ticket.  It is limited to one print page, and is designed to be printed or "pushed thru" to the partner's distribution list.  The average push thru is 350.
* **Partner Meetings**. We hold two partner's meetings every year, one in March and one in September. All partners are invited to attend, and the turnout is usually quite good. The March meeting is a general information/ networking roundtable discussion, while the September meeting is our Awards meeting where we focus on the accomplishments of the group.
  + **Hispanic Outreach**. OHS was able to find several key community members who care about traffic safety, and were able to bridge the gap. Most are staff prevention folks in community centers.
  + **Subgroups**. As your list grows, you will notice subgroups emerging.  We have a number of Fleet Managers and Injury Prevention (hospital trauma staff) participating in the program.

There you have it, a basic overview of the program.  In addition to these activities, I am often available to give presentations and work safety tables as my schedule allows. Occasionally, I go on site-visits to meet the partners and get to know them and their audience a little better.  It is a great way to promote traffic safety to a really large audience on a limited budget of time and money.

**What Is Corporate Outreach?**

It is all about partnering with the corporate community to help save lives on our state roadways through information, education and awareness. For more information, please contact OHS Corporate Outreach Coordinator [Patricia Bachman](mailto:patricia.bachman@state.de.us).

**About Corporate Outreach**

Corporate Outreach Programs was implemented in 2006 to address the growing need of businesses to educate their employees about the importance of traffic safety both on and off the clock. Over the last several years the program has grown in size and scope to include non-profit and state-run agencies. Corporate Outreach is committed to finding effective ways to reach the people who live and work in Delaware with consistent information on a limited budget of time and money.

To reach the greatest number of people, Corporate Outreach uses the following tools to help managers reach their audience:

* **Monthly Traffic Safety News and Newsletter Articles**  
  Traffic Safety News is an e-newsletter created to help managers and safety advocates share current traffic safety information with their co-workers. The format is simple, easy to read, easy to print, and easy to forward to an internal distribution list. The information contained within each electronic newsletter is based on the traffic safety hot topic of the month and is divided into two easy to read sections: *What You Need to Know* and *What You Can Do*.  
  In addition, partners who produce an internal company newsletter may elect to receive a once monthly newsletter article to include in their monthly newsletter.
* **Standing Order Materials**  
  Each business or agency that participates in Corporate Outreach can sign up for a regular mailing of promotional traffic safety materials. For each traffic safety campaign OHS produces quantities of posters, flyers, and table tents. The number and type of materials each partner receives is based on the needs of the company and the number of employees. Corporate Outreach recommends one poster per bulletin board, one flyer per employee, and one table tent per table in a break area or cafeteria.
* **Corporate Partners, Fleet Managers and Hispanic Outreach Committee Meetings**  
  The Corporate Partners meetings bring safety managers together with highway safety advocates in a round table format to discuss effective ways to bring the safety message to diverse groups of employees. Two partners meetings are held every year in the months of March and September.  
  Once a year, Corporate Outreach gathers together our partners that administer large fleets of vehicles and drivers. Fleet administrators from both the public and private sector meet to discuss the unique challenges of maintaining the safety of large fleets of vehicles and drivers.  
  At least once a year, corporate partners who serve the Hispanic community gather to discuss outreach efforts and their effectiveness.
* **Corporate Outreach Awards**  
  At the September Corporate Partners meeting, Corporate Outreach awards companies that have done an outstanding job working with OHS in outreach to their employees.
  + *Outstanding Outreach Award* - Given to the partner who has done an exceptional job helping OHS reach a group of people that they might not otherwise be able to reach.
  + *Outstanding Program Award* - Given to the partner who promotes one traffic safety issue through a targeted campaign of evaluation and awareness activities.
  + *Outstanding Partner Award* - This top honor is reserved for a partner who sets a great example for other corporate partners in terms of consistent outreach efforts and participation in the program.

**Corporate/Business Outreach**

**Educational Guidelines**

**Education:**

Education is PNA’s primary target category with emphasis placed on programs that provide hands-on educational enhancement and enrichment opportunities to a diverse population including youth, women, minorities (as defined by EEOC) and educators.

Educational initiatives should:

* Have some type of measurable values
* Encourage development of team building skills
* Expose participants to a variety of future potential career opportunities
* Focus on participants with situations that result in societal disadvantages and/or lack of access to technology
* Target schools with disadvantaged diverse populations

Promote use of company technology for grades K ~ 16 and adults

**Social Welfare Guidelines**

**Social Welfare:**

Social Welfare is PNA’s secondary target category with an emphasis on programs and activities that reflect the company’s image as a “good corporate citizen” by involvement in outreach efforts.

Social Welfare initiatives should:

* Exhibit concern for the environment   
  (e.g. Hackensack Riverkleeper, Product Recycling Day)
* Incorporate corporate-wide web-based initiatives   
  (e.g. Disaster relief online donations)
* Allow maximum employee participation  
  (e.g. AHA “Wear Red Day”, Jersey Cares Coat Drive, Toys for Kids program)
* Include local civic entities   
  (e.g. Police, Fire, Hospital)

Influence and enhance positive cultural relations  
(e.g. Japan Society, Youth for Understanding)

**Selection and Approval Criteria**

All recipient organizations must be not-for-profit, charitable and have a 501(c) (3) certification as defined by the Internal Revenue Service. Contributions are made in the form of cash, company products, facility usage, and/or employee volunteers.

* Must be 501 (c)(3) not for profit charitable organization as defined by the Internal Revenue Service
* Should have clear, concise and measurable results
* Should have 3 year growth plan to leverage funding, employee volunteerism and have an impact on recipients
* Program/ project focus area should be in the NY/NJ/CT/PA region (HQ) or in local region of business unit (Hawaii) or HQ unit (DC/ Call Center)
* Funds cannot be used to support individuals
* Funds cannot be used to support programs, organizations that discriminate based on race, religion, ethnic origin, sexual orientation, gender, national origin or physical or mental disabilities.
* Funds cannot be used to support profit making entities
* Funds cannot be used for the purpose of business development (i.e. marketing / Sales Promotion)
* Funds cannot be used for political campaigns or organizations
* Funds cannot be used for salaries of staff/teachers, etc.
* Funds cannot be used for travel fees for school groups, visiting dignitaries, etc.
* Funds cannot be used for religious organizations/programs (unless non-secular)
* Funds cannot be used for the purchase of equipment from competitors if manufactured by a Panasonic in the United States, Canada, Puerto Rico or Mexico
* Funds cannot be used for organizations and/or activities outside of the US, Canada and Puerto Rico
* Funds cannot be used for sports related fundraisers
* Funds cannot be used for random requests for donations of product (tricky tray, silent auction, etc.)

Funds cannot be used for construction and/or renovation of physical facilities