



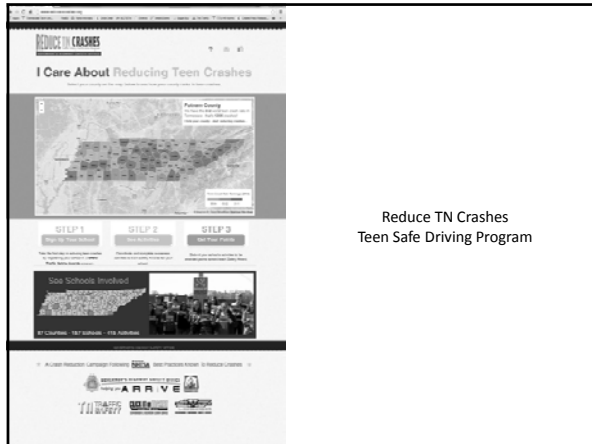
Getting the Keys to the Classroom
Building Credibility for your Program

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Monday April 4, 2015 @ 10:45am
OPC: How to Get Your Foot in Your School District's Door



Tennessee's Booster Seat and Seat Belt Education Program, Ollie Otter



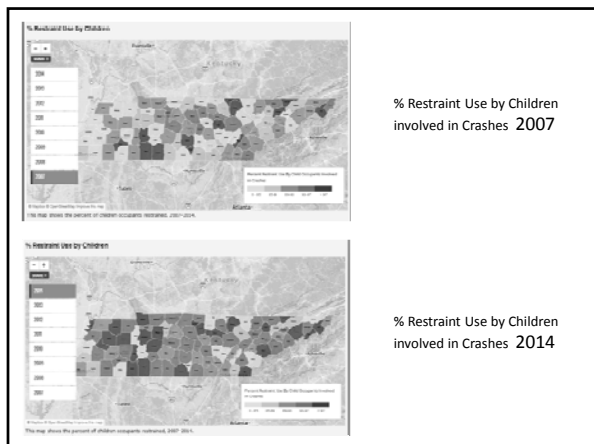
Reduce TN Crashes
Teen Safe Driving Program



Sammy the Sturgeon
Tennessee's Buckle Up in
Your Truck Program



Building Credibility through
Data



The screenshot shows a website interface for 'Invite Ollie to Your School'. The main heading is 'Invite Ollie to Your School'. Below the heading, there are several sections: 'STEPS TO GETTING OLLIE TO YOUR SCHOOL', 'HOW TO GET OLLIE TO YOUR SCHOOL', and 'PARTNERS'. The 'PARTNERS' section lists various organizations and logos, including 'HOSCO' and 'MICHIGAN STATE UNIVERSITY'. The website is designed to encourage schools to partner with Ollie, a bear mascot.

Building Credibility through Partnerships

- Stakeholders
- Volunteer base
- Experts











SEAT BELT SAFETY IS NO ACCIDENT
HELP OLLIE OTTER
in your community

Ollie Says
Under 4'9" -
Booster Time!

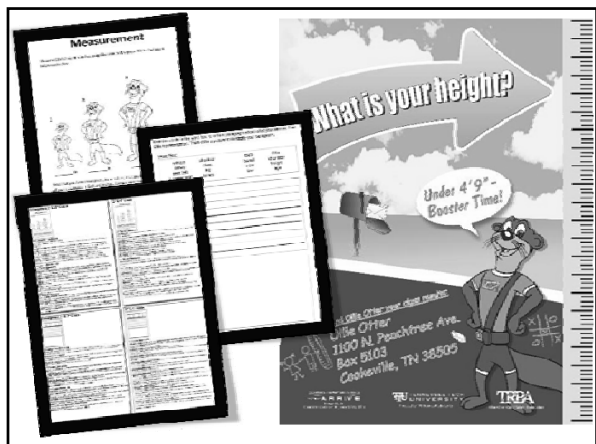
SPONSORED BY
you

SEATBELTVOLUNTEER.ORG

Building Credibility through Marketing

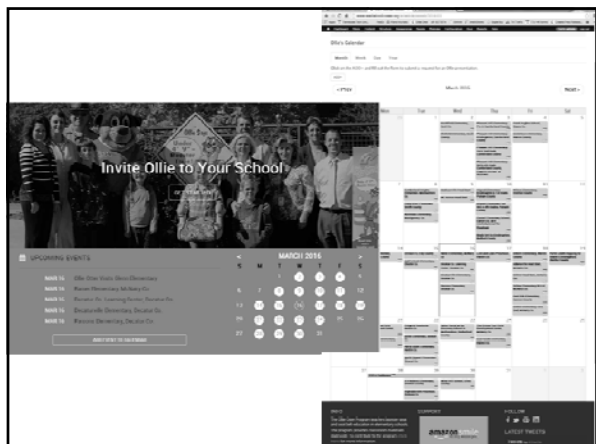
- Professional Graphics
- Bookmarks, Posters
- Classroom Materials

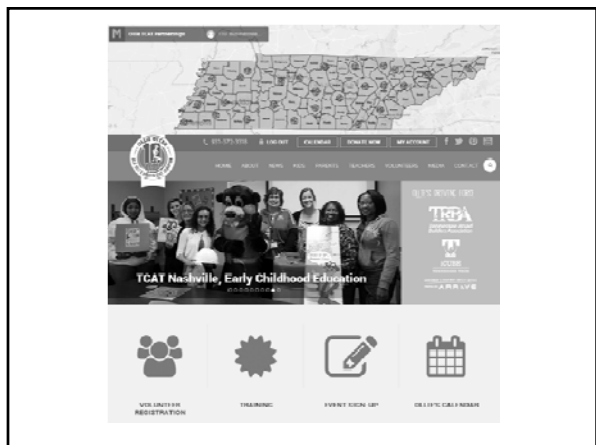




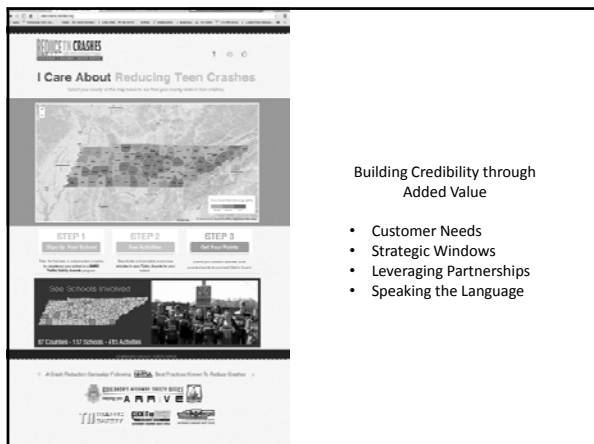
Building Credibility through Accessibility

- Press and Media
- Automatic Scheduling
- Volunteer Network
- Partnership Tradeshow









Building Credibility through Added Value

- Customer Needs
- Strategic Windows
- Leveraging Partnerships
- Speaking the Language



