



ATRA Marketing Toolkit

Thank you for using the **ATRA Marketing Toolkit**. The ATRA Marketing Team has created this toolkit to assist ATRA members with marketing Recreational Therapy services. Our goal is to enable ATRA members to initiate marketing activities that will promote their services within their setting to all of their stakeholders. This toolkit was designed based on feedback from ATRA members regarding the essential tools needed to organize their services and market them to specific audiences. The ATRA Marketing Team wants to continue to meet the needs of ATRA members and empower them to promote their services. The team would appreciate any ideas or feedback regarding additional marketing tools; please contact the ATRA Marketing Team with your questions and comments using the information provided at <http://www.atra-tr.org/teamleader.htm>. The following is a list of the tools and their intended use:

- ☑ **Marketing Do's and Don'ts** – this tool is a simple reminder of a few things to keep in mind as you implement your marketing strategies.
- ☑ **Frequently Asked Questions (FAQS) Document** – was created as a comprehensive document to answer the questions we all receive every day. It is posted on the ATRA website for the public to view. It is also available for you to use when marketing your services to external audiences, to use during in-services, conferences, presentations, etc. The ATRA marketing team also uses this document to educate appropriate audiences about our field on behalf of you and your association.
- ☑ **ATRA Screen Saver** – load this on your computer at work to help educate anyone and everyone about what we do and why it's important; or put this on your computer at home just for fun!
- ☑ **Comprehensive Periodical Listing** – this is a comprehensive listing of a multitude of publications relevant to the field of Recreational Therapy. It includes “how to” information regarding publishing materials in specific periodicals. If you, your department, university or chapter are interested in authoring an article or would like assistance with an article, the ATRA marketing team would be happy to assist you with this. Please contact the ATRA Marketing Team using the contact information provided at <http://www.atra-tr.org/teamleader.htm> so we may partner with you to promote the field through these publications. The list is also intended to guide therapists in their individual endeavors to learn more about their area of interest.
- ☑ **Sample Brochure** – this is a template for your department to use when creating a brochure for your services. It was created to make your job easier by providing you with general language that will guide you in making your own brochure. It can be copied and edited to meet the specific needs of your area, department and agency.
- ☑ **Sample Goals Booklet** – this booklet was created in direct response to requests from ATRA members. While writing goals is a regular part of a Recreational Therapist's job, this document can act as a reference guide. It is a basic list of a few sample goals that may be individualized to each area. There are blank spaces for the therapist to add their most frequently used goals for convenience. This is also a great tool for easily articulating to team members, physicians and administrators the relevance of your treatment services to the functional improvement of your patients/clients.
- ☑ **Marketing Great Ideas from Pam Wilson** – a plethora of fantastic, creative marketing ideas and tools to use when marketing your services including ideas for; obtaining donations, advertising jobs, increasing physician awareness of services, increasing students, volunteers, intern applicants and membership in your organization.
- ☑ **All About ATRA Document** – this tool is designed to educate non-ATRA members about the association and the multitude of benefits of becoming an ATRA member. One key to the growth of our profession includes the promotion of our professional association to ensure that all recreational therapists are recognized as credible, professional providers of healthcare services.