



Partner Communications Toolkit



How to Use This Toolkit

Welcome to Disability:IN!

We're thrilled to be your business partner for disability inclusion. Please use the templates below to share your organization's new partnership with Disability:IN internally. Feel free to customize language to reflect your company's tone, interests or priorities.

About Disability:IN

Disability:IN is the leading nonprofit resource for business disability inclusion worldwide. Disability:IN partners with leading companies and drives progress through initiatives, tools, and expertise that deliver long-term business impact.

Are You IN?



Share your Partnership Internally

Internal Announcement Template

Communicating the Value of Your Disability:IN Partnership

For Internal Communications or Messaging Channels

We recommend sharing the sample message below in a company-wide channel to build awareness and early engagement as part of a broader internal announcement.

Sample Template:

We're excited to share that [Company Name] has joined [Disability:IN](#), the leading organization for advancing disability inclusion in business worldwide.



Why this matters:

Accessibility and disability inclusion are [proven drivers](#) of innovation. Through our partnership, we'll learn how to build and advance accessibility in our workplace practices, products, and services, and build a culture where everyone can contribute and succeed.

What employees can access through this partnership:

- Research and insights on disability inclusion and accessibility
- Learning opportunities, including webinars, toolkits, and events
- Best practices for disability-inclusive hiring, employee experience, and design
- Opportunities to connect with peers through committees and community forums

Get started:

Employees of [Company Name] can explore everything included in our partnership by logging into the Disability:IN Partner Portal, where you'll find upcoming events, resources, and opportunities to engage through committees.

Access the [Partner Portal here](#) using the password INfor25.

We'll continue to share relevant opportunities as they come up. For questions or support, please contact [internal contact/team].

Share your Partnership Internally

For Sharing with Leadership

Sample Template:



Subject: Partnership Announcement: Disability:IN

Hello [Name],

I am pleased to share that [Company Name] has formally partnered with [Disability:IN](#), the leading organization for advancing disability inclusion in business worldwide. This relationship will be managed by [Name/Department or Team].

Why this matters:

Disability inclusion is increasingly tied to workforce resilience, innovation, customer experience, and long-term growth. Through this partnership, we gain access to research, executive-level insights, and peer engagement that support us in embedding disability inclusion across core business systems.

An overview of the partnership is [available here](#).

How to engage:

This partnership creates opportunities to demonstrate leadership through executive peer forums and industry collaboration. Leaders interested in engaging are encouraged to connect with [internal contact/team] to explore options and next steps.

Additional resources and updates will be shared as relevant.

Thank you,

[Name]

Activating Your Partnership Across Regions

Many multinational organizations partner with Disability:IN at a global or headquarters level. However, without intentional communication, regional teams may be unaware that this partnership exists or how to leverage it within their market.



Recommended Actions for Sharing with Regional Leaders

1

Designate a Regional Point of Contact

Identify a regional lead (or small working group) who can serve as the connector between your global Disability:IN partnership Point of Contact and local teams.

2

Share a Region-Specific Introduction

Adapt partnership announcement messaging to reflect regional business goals, regulatory environments, and cultural context. (see template on the next page)

3

Connect Regions to Practical Entry Points

Highlight concrete ways regional teams can engage immediately, such as webinars, learning resources, or events relevant to their location.

Activating Your Partnership Across Regions

Sample Template: Share Your Partnership with Regional Teams

Subject: Our Company's Global Partnership with Disability:IN

Hello,

We want to share that [Company Name] is now a partner of [Disability:IN](#), the leading nonprofit organization advancing disability inclusion and accessibility in business worldwide.

This partnership is intended to support teams across all regions and business units, including yours. Through Disability:IN, our company has access to:

- [Research and benchmarking](#) on disability inclusion and accessibility
- [Learning opportunities](#) such as webinars, toolkits, and events
- [Supplier](#) and [Talent Databases](#)
- Resources on disability inclusive hiring, employee experience, accessible design, and more.
- Opportunities to connect with peers across industries and regions through [committees](#) and roundtables.

To get started, we recommend beginning with the following two actions:

1. Visit the [Disability:IN Partner Portal](#) (password INfor25) to explore resources, view upcoming events, and register for webinars available through our partnership.
2. Explore Disability:IN Committees list and [sign up](#) for any that align with your interests or role. Committees are a practical way to engage with peers and apply learning locally.

We'll continue to share relevant opportunities as they come up. For questions or support, please contact [regional or global contact].



Sample Template: Share Your Partnership with Regional Leadership

Hello [Name],

I am pleased to share that [Company Name] has formally partnered with [Disability:IN](#), the leading organization for advancing disability inclusion in business worldwide. This relationship will be managed by [Name/Department or Team]. This partnership provides us with research, peer learning, events, and practical tools that can be applied locally to strengthen workforce disability inclusion, customer experience, and business performance.

An overview of the partnership is [available here](#). We encourage you to explore how Disability:IN resources may support local priorities and initiatives.

How to engage:

This partnership creates opportunities to demonstrate leadership through executive peer forums and industry collaboration. Leaders interested in engaging are encouraged to connect with [internal contact/team] to explore options and next steps.

Additional resources and updates will be shared as relevant.



Share your Partnership Externally

Spreading the Word on Social Media

Communicating the Value of Your Disability:IN Partnership

We're thrilled to welcome you to Disability:IN! We are honored to be advancing disability inclusion in business together.

Please utilize this toolkit to share our partnership with your stakeholders. As a reminder, please be sure to include **alt text and image descriptions** for the social graphics.

Official Disability:IN Social Channels



LinkedIn – @Disability:IN



Facebook – @DisabilityIN



Instagram – @DisabilityIN

Sample Posts

We're excited to announce our partnership with Disability:IN, the leading nonprofit resource for business disability inclusion worldwide! Learn how your company can get involved at: DisabilityIN.org

We are excited to join Disability:IN alongside top companies dedicated to advancing #DisabilityInclusion in business. We look forward to working together to create a workplace where all our employees can thrive. You can learn more at DisabilityIN.org.

We're proud to share that we are a new partner of Disability:IN, the leading nonprofit resource for business disability inclusion worldwide! We are thrilled to continue to grow through Disability:IN's leading resources, tools, and expertise.

Learn more about how you can get involved at: DisabilityIN.org

Share your Partnership Externally

Sample Graphics



Download the graphics here.

Be Sure to Add Alt Text!

Learn how to add alt-text on various social media platforms [here](#).

Alt Text 1: Blue graphic with text Disability:IN logo in the top left and text We Are IN For Disability Inclusion. Join IN at DisabilityIN.org is in the bottom right.

Alt Text 2: Dark blue graphic with the white Disability:IN icon beside green text for Disability Inclusion. Below in small white text is Driving workplace disability inclusion, accessibility, and innovation. In the bottom right is text Join IN at DisabilityIN.org.

Alt Text 3: Blue graphic with text We Are IN. The IN is represented by the white Disability:IN icon. Below in small white text is Driving disability inclusion, accessibility, and innovation in the workplace. In the bottom right is text Join IN at DisabilityIN.org.

Share your Partnership Externally

Announcing Your Partnership on Web & Email

Partners may choose to reference their Disability:IN partnership across the following external channels:

Company Website

- Corporate Responsibility, ESG, or Impact pages
- Inclusion & Belonging, Accessibility, or Inclusive Design pages
- Partner or Membership listings (where applicable)

Blogs & Thought Leadership

- Posts focused on workplace disability inclusion, accessibility, or innovation
- Posts in recognition of relevant awareness dates
- Event recaps, research launches, or partnership announcements
- Leadership perspectives on disability inclusion in business

Newsletters (Internal or External)

- Corporate or regional newsletters
- Employee engagement newsletters
- External stakeholder or customer newsletters

Sample External Language: Web

[Company Name] is a partner of [Disability:IN](#), the leading nonprofit organization advancing disability inclusion and accessibility in business worldwide.

Sample Newsletter Blurb

[Company Name] is a global partner of [Disability:IN](#), supporting our work to advance disability inclusion and accessibility across our workforce, products, and services.