



Marketing & Community Relations with your *WhisperGLIDE*® Swing

A Quick Checklist

Sample Press Releases

Frequently Asked Questions



Many organizations share the common goal of wanting to “get the message out” about their facilities. Presenting a good image comes from facility visual appearance, brochures, the way the phone is answered, how visitors are welcomed, and just about anything that can produce a smile.

The *WhisperGLIDE*® Swing can be successfully used for marketing and community relations because it provides an enjoyable social activity. The gentle swinging is relaxing and interactive. Also, most people identify with swinging. Since residents, friends, children, family, staff and volunteers can now experience swinging together, you have a “story to tell” that can bring joy to your community.

The following checklist and information in this guide can help with promotion of your facility among the community you serve.

QUICK CHECKLIST

Maximize community exposure upon first receiving your swing

A great opportunity for visibility can occur at the “kick-off” (or “dedication”) party when you first use your swing. Refer to the *Using the WhisperGLIDE* Guide for information on planning and internally announcing your party. Including your community in this event can have a positive impact on your facility.



Invite well-known personalities to the party

This includes various leaders of local organizations and well-known individuals in the community.

When deciding who to invite, consider both prominent members of the community, and also those individuals who may be a potential source of support for any future fundraising efforts you plan.

- Mayor, city council members, state senator or representative
- Local business owners
- Church leaders
- School principals
- Heads of organizations such as VFW, Lions Club, American Legion, Thrivent Financial (formerly Lutheran Brotherhood and Aid Association for Lutherans), Knights of Columbus, Rotary
- Sheriff, Chief of Police
- Local television, radio, and newspaper personalities



Send a written invitation or make a quick phone call to the individuals on your list.

Announce your new swing in your facility newsletter.

When you have decided on the date of your party, place a notice in your facility newsletter. Following the party, include pictures in the newsletter with a brief article on the success of your event.

Contact the local newspaper for press coverage.

This is best done in conjunction with your party/open house. There are many differences between local and regional newspapers regarding their ability to meet your needs. Small community newspapers may be willing to come out and take photos, and also write an article pertaining to the swing in your facility. Even in large community newspapers, however, you may be able to get mentioned in a "Variety" or "Lifestyles" section.

Create and maintain an up-to-date list of newspaper (and your area who do feature stories and columns about the individuals you serve. Find out their deadlines for articles.

Invite the appropriate media person to your party/open house celebrating the swing. Even if they cannot be present at the party, let them know that they may visit another time. Provide them with your press release (see attached example), and if required, any photos. They may ask you questions about the swing. Review the FREQUENTLY ASKED QUESTIONS included here.

When contacting the media, keep in mind that "individual stories" attract readers. "People news" has more impact. Focus on your people rather than the facility or the programs.

Show the benefits of your *WhisperGLIDE*® in your facility brochures.

The *WhisperGLIDE* provides a rare opportunity to create lasting memories. Showing the swing in your brochure communicates the joyful activities and experiences you offer.

Show pictures of the swing where it is located

A photo taken from a distance will show the swing in its setting, promoting the activities available at your facility.

Include close-up photos of people swinging

Close-up photos of people swinging can express happy personal experiences.



Promote your *WhisperGLIDE*® Swing on the Internet

Given the substantial growth of the internet, many care centers are now setting up websites that not only speak about the services that they offer, but also show many pictures of their facility, offering “virtual tours”.

Take photographs of people actually using your swing

Since “people stories” capture the greatest attention, a few photos with the smiles of people using the swing will leave a lasting impression. Include residents, children, staff and family members.

Coordinate with your website professional regarding the pictures on which to place special emphasis and the specific messages to communicate. Focus on experiences, feelings, and satisfaction.

Ensure you use key words that provide identity to your facility

Many search engines scan sites for key subject words, especially on home pages and the first page of your site chapters. Think about the words people may use to find a particular site of interest. Include applicable words like “Nursing Home”, the state and town of your facility, “Swing”, “Activities”, religious denomination (if applicable), etc.

Link your site to other sites of *access* and *interest*

A well structured site will first consider how people may find your site, and may also offer links to other sites that may be of interest to your target audience.

Consider *access routes* like national nursing home/assisted living search databases and make sure that your site is listed (your center may already be listed by these databases, but your website address may not be yet included). Other access routes may be your city/local area chamber of commerce website, or website of affiliation (e.g. church, professional society, community organization).

“Link” your site to other *sites of interest*. This can be local areas of interest such as museums, a Bed and Breakfast for visitor stays, or businesses, restaurants, and services offered in the area.

Use your *WhisperGLIDE*® for future fundraising events

Many care centers schedule annual fundraising events, such as a bazaar or chili feed. Why not swing on a *WhisperGLIDE* as a yearly fundraising activity for other items or for another swing? Refer to the *Using the WhisperGLIDE Guide* for further details.



Incorporate swinging as part of your volunteer program.

An excellent volunteer program can enhance the “word of mouth” that promotes your care center. Many volunteers may know potential future residents of your facility, and this can result in free promotion. See the *Volunteers and the WhisperGLIDE® Swing Guide* to learn how to incorporate volunteerism into an active program.

Use your camera at every possible opportunity.

Pictures say a thousand words. Pictures also bring happy recollection of our experiences. Get as many photographs as you can. Use the photos as effectively as possible.

“Spontaneous photos” of visitors, children, and volunteers can be posted on bulletin boards, given to the guests, and placed in facility newsletters.

A **“swinging” photo in a resident’s room** will remind of joyful experiences and encourage future swinging on the *WhisperGLIDE*.

Having the photo printed on a coffee mug (approximately \$20 at Walgreens or similar store or online) makes a great and memorable gift for a special volunteer, visiting supporter of your facility, or exceptional staff member.



Enjoy Swinging!

SAMPLE PRESS RELEASE FOR A CARE CENTER

Contact: Your Name, Title
Facility Name
Street Address
City, State, Zip
Phone Number

(Your Facility Name) Experiences Benefits of New Wheelchair-Accessible Glider Swing

Residents, family, friends, and staff enjoy swinging together on the WhisperGLIDE® Swing

(YOUR TOWN, STATE, DATE)-- At the **(Your Facility Name)** residents, visitors, family and staff experience delight in swinging together on the innovative *WhisperGLIDE* Swing. The swing is wheelchair-accessible, allowing many residents to participate in an activity they have not experienced in several years. Swinging on gliders can be considered a fun social activity, since it is relaxing, interactive and enjoyable, and appeals to individuals of all generations.

“(Place a quote from a resident here... such as how much he/she enjoys swinging, able to do something fun with a visiting grandchild or volunteer, swinging memories of childhood, etc...)” said **(Resident Name)**, who has been a resident at **(Facility Name)** for _____ years.

“(Another quote from resident here.....)”.

Similar to rocking chairs, glider swings can produce a soothing, comforting effect. In the early 1900’s, swinging on a lawn glider swing was a common activity. For the residents of **(Facility Name)**, it is becoming a common activity again. Most people identify with swinging, and this glider gives a relaxing, fun time to virtually anyone.

“(Place quote from a care center manager such as Administrator or Activity Director... mention observations, benefits, smiles, etc.....)” said **(Name)**.

The **(Facility Name)** is a **(type of center, and/or affiliation)** serving **(Number of residents)** in **(location, city)**.

FREQUENTLY ASKED QUESTIONS

Can the *WhisperGLIDE* be placed inside?

Yes! In many areas of the United States, care centers are placing swings indoors, which results in year-round use, regardless of weather or time of day.

What causes the *WhisperGLIDE* to swing?

The hallmark of the *WhisperGLIDE* is its easy swinging action. To ensure a quiet, smooth ride, we use self lubricating full-length bronze bushings and stainless steel shafts. Thus, you can swing either by gently moving the table handrail with your hands or by pushing on the swing platform with your feet. *The design and materials facilitate one able-bodied person to provide passive rocking for those who cannot physically participate.*

What prevents the glider from moving during entry and exit?

Two lockup shafts provide a secure interface with the lock-up receptacles mounted to the ground.



Does the swing NEED a level surface?

Yes.OOP The glider must be on a level surface in order to swing smoothly. An uneven surface can cause glider damage and void your warranty. Also, the lock-up receptacles need to be mounted on a solid surface. We recommend a hard, flat surface such as concrete or wood.

Does the swing need to be fastened down?

Yes. The Swing Fasteners Kit includes 3/16" X 1-1/4" anchor screws plus a concrete bit for drilling the screw holes for the swing legs and lockup receptacles.

Will the *WhisperGLIDE* rust?

No. The frame and seat end castings are aluminum, the bolts and shafts are stainless steel and the seats and platform are vinyl clad steel.

How durable is the paint?

The powder coating, using electrostatics, is bonded to the metal and cured in a 400° furnace. This technology provides a hard scratch-resistant surface.

Can a *WhisperGLIDE* remain outside in the winter?

Yes. Do remove the canopy, cushion, canopy rods and canopy end rails. Cover the seats and swing floor with plastic sheeting to reduce spring cleanup.

How much time is required for delivery?

Allow 3-4 weeks depending on the time of year of your order.

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WGC-501H