



Tips For Deck Safety Awareness



Spreading The Word

In 2006 NADRA, The North American Deck and Railing Association declared May as Deck Safety Month®. NADRA's Deck safety program is an effort to improve deck safety awareness!

NADRA Deck Safety Month®

Forms and Logos for Member Use:

- 10 Point Check List
- Deck Safety Video
- Deck Inspection Forms
- Deck Safety Month® Logo
- Check Your Deck® Logo



Gain Maximum Exposure:

- Inform customers about the Deck Safety Campaign in your company newsletter or eNewsletter
- Use the Deck Safety Month® and Check Your Deck® Logos found in the members section
- If you have completed Education Classes or NADRA's Master Deck Professional Certification Program, May is a great time to promote it!
- Develop special stationary for May and include the campaign message.
- Order your custom Deck Safety Month® Video / Photo Montage through NADRA. This is a custom video with your logo, images, contact information, tag line(s) to help promote DSM through YouTube, your website and various social media networks such as LinkedIn, Pinterest, Facebook and Twitter. **(CALL US DIRECT AT 215.317.2018 or 215.679.4884 FOR A QUOTE and timeline. Or email NADRA at: Info@NADRA.org)**
- Include the DSM message on your website, print media ads, as well as, social media outlets. Insert the message into phone hold / voice mail messages
- Include the campaign message web address in your signature of any email correspondence.
- Include the message on any handout that you distribute at meetings, proposals, activities, or during presentations throughout the month of May

Additional Tips:

- Plan your promotion ASAP
- You can tailor your flyers and promotional products using NADRA original logos
- Contact your local radio and television stations, websites, social media sites, and newspapers to see if they're willing to promote your message in exchange for promoting them on flyers and other announcements. This is known as "media sponsorship." Phrase your pitch in terms of how they benefits, not you.
- Celebrate your success and share it with us! We would like to showcase your success in NADRA's weekly brief. (More free marketing!) If you are hosting a DSM event, let us know by filling out the form on the next page!



Submit Your Deck Safety Month® Campaign to NADRA and we will tell everyone what you are doing! (More Free Marketing!)

Contact and Title: _____

Company Name: _____

Email: _____ Web Address: _____

Phone / Cell: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Facebook url: _____ Twitter: _____

Please email, mail or fax form to:


North American Deck and Railing Association (NADRA) – P.O. Box 829, Quakertown, PA 18951
Phone Direct: 215.679.4884 - Fax: 888.623.7248 – www.NADRA.org - Email: Info@NADRA.org

There are many ways to promote Deck Safety Month®, and many opportunities for creative approaches for outreach. This document suggests ways that NADRA members can promote Deck Safety Month® (DSM) for the greatest consumer (or public) impact. Take advantage of this marketing opportunity, and call us anytime with questions. We are here to help!

Helpful Links:

- To Access Deck Safety Forms, go to: http://nadra.org/consumers/deck_safety_month.html
- To Access Logos, go to: <http://members.nadra.org/members/>

(For logos, you will be directed to the member’s section of NADRA.org. If you need help with ID & PSWD, please contact us at one of the choices above.) Logo and forms use is for NADRA members.



Are you a member of **NADRA**?

www.NADRA.org

JOIN NOW ▶