

Celebrating NACLCL accreditation

Gaining NACLCL accreditation is a great achievement as it shows that you are a well-run, organized CLC that delivers a quality service to your local community. Why not celebrate the fact you have been accredited and promote this to the people who care about your centre.

Why do this?

To retain existing employees – Having been through the accreditation process, being certified can improve employee morale. When employees are proud of their CLC's achievements, they have an excuse to tell clients or volunteers why they were accredited. It makes their job easier because of the "stamp of approval" from an unbiased source.

To attract new employees - People are drawn to well-run organisations because they want to work for a credible employer.

How to do this?

Issue a media release – Issue a media release to your local radio station or community newspaper and send a copy to the local chamber of commerce or local council. This will provide you with an opportunity to talk about the work of your centre and include a quote from your Chair or CEO about the importance of the accreditation process to your centre. There is a chance that this could lead to a feature story or other opportunities to discuss the work of your centre.

Announce the accreditation on social media - If you have Facebook, Twitter, Instagram or LinkedIn, make the announcement with nice images of the actual certificate or relevant staff member holding the certificate. The beauty of social media is its share ability. That's why social media is a great way to get the word out to the world quickly.

Announce the accreditation internally - It's important for morale that your employees know the centre has been accredited so they can spread the news. It's even a greater morale booster to have a small in-house celebration, which can be as inexpensive as bringing in a cake. The announcement can be made orally or in writing, with a description of the ways the accreditation will be publicised, and with an invitation for them to share the CLCs social media posts.

Add "Accredited by NACLCL" to all descriptions of your CLC - It's a fact, and one that can be used in many occasions to add authority and relevance to the organisation.

Add to the organisations collateral – If your centre prints brochures, letter heads, stickers, posters or any collateral then add the words 'Accredited by NACLCL'.

Add to your email signature - Your email signature is seen daily by scores of people who may not know about your accreditation. Just add a statement that says "Accredited by NACLCL".

Send a newsletter - Being accredited is a great excuse to touch base with clients, volunteers and supporters and thank them for their support via an enewsletter. You could also consider sending a special direct mail letter that is an announcement and "out of the blue" show of appreciation for their support.

Signage – Put a sign or a sticker on the front door of your centre saying 'NACLCL accredited'.

Website home page - Finally, an often overlooked but very important place to put your accreditation is on your website home page. A mention, a graphic element, a slider image or banner are all ways to represent that you have achieved NACLCL accreditation.