

Kansas Advocates for Better Care

Marketing/Using Media

We provide our members with 5 annual newsletters, reports on any nursing facilities or assisted living facilities in Kansas that we generate from our data base, or any of our training booklets, at no charge.

We communicate with our members through newsletters that we mail out 5 times annually. We send out 2,500 each mailing, mostly print. We are working to capture email addresses, because it is much less expensive to produce. We communicate with our members through fundraising mailers numerous times throughout the year, and inviting them to special trainings and award events that KABC sponsors.

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