

# Opening New Doors: AMBUCS™ Visibility Project



## What is Big Bell?

- Developed for businesses as an affordable alternative to power doors
- Oversized, wireless-alert system meets Department of Justice ADA standards and enables mobility-challenged customers to request assistance with entry
- Cost-effective, easy to install, universally implementable accessibility solution
- Logical, Big Bell is an extension of current access improvements (parking, accessible tables, counters, bathrooms, etc.)

## How Does Big Bell Work?

- Marked with the international symbol of accessibility
- Easily recognized and used
- Mounted outside of restaurant at the appropriate height
- Accompanied by directional signage
- Mobility-challenged customers easily activate large pushbutton
- Interior chime receiver rings (100 ft range) alerting store employees to customers in need
- Employee assists customer
- Customer spends, has positive experience, tells friends, and returns

## AMBUCS™ and Big Bell

- Perfect fit with the AMBUCS mission
- Each AMBUCS Big Bell comes with AMBUCS logo
- Chapters can purchase at a discount!
- Great service to individuals with disabilities and local businesses
- Easy way to get the AMBUCS name around town

## How Do You Get Started?

1. Get your chapter on board
2. Contact local businesses
  - Explain the goal of the Big Bell project
  - Use the information sheet included in this packet
  - Begin plans for February, National Visibility Month
  - Use the assessment form provided to measure the business' true accessibility
  - If accessibility options are needed, ask the business to purchase the AMBUCS™ Big Bell or your chapter can purchase it and donate it to the business. An order form is also included.
  - **Don't forget to assess the threshold and steps! Could a portable ramp be needed?**
3. Contact your media!
  - The Big Bell project is a great media event
  - Announce the project and celebrate the kick off on National Service Day (February 11)
  - A sample press release is included.

**Start Making Plans  
Now for Visibility  
Month 2006!**

# Open Your Doors to Increased Profits, Service and Goodwill!

- 12 million Americans have permanent disabilities.
- 50 million aging boomers are accelerating demands for accessibility.



**Shouldn't your business be accessible to them?**

## **What is Big Bell?**

- Developed for businesses as an affordable alternative to power doors
- Oversized, wireless-alert system meets Department of Justice ADA standards and enables mobility-challenged customers to request assistance with entry
- Cost-effective, easy to install, universally implementable accessibility solution

## **How Does Big Bell Work?**

- Marked with the international symbol of accessibility, it is easily recognized and used
- Mounted outside of business at the appropriate height and is accompanied by directional signage
- Mobility-challenged customers easily activate large pushbutton
- Interior chime receiver rings (100 ft range) alerting employees to customers in need
- Employee assists customer
- Customer spends, has positive experience, tells friends, and returns

## **Why Big Bell is a project of your local AMBUCS™ chapter**

- AMBUCS™ is a charitable national service organization whose mission is to create mobility and independence for people with disabilities
- AMBUCS™ believes having the Big Bell at your business will create more opportunities for individuals with disabilities in our community
- Combined with our current portable ramp program, we are extending the ways we can help people with mobility issues

**Contact your local AMBUCS chapter!**



# FRONT DOOR ASSESSMENT TOOL

Every door in every business is required to have an ADA compliant entry

## Compliant



## 4 Factors to consider:

### 1. Door Hardware

- Passes the “fist test”
- Close your fist – can you open the door?
- Hardware mounted to between 18” and 48” from the ground

## Non-Compliant



### 2. Threshold/Steps

- Anything over ½ inch is not accessible
- Landing outside of door must be level
- Are there planters, garbage cans, promotional items in the path of travel?



### 3. Door Pressure

How heavy is the door?

- 8.5 lbs. (or under) is preferred for exterior doors
- 5 lbs. for interior doors and powered door push plates



### 4. Door Width/Styles

- Doorways must have a minimum clearance of 32”
- Wheelchair turning space, 5 foot x 5 foot
- Are there double doors, blind entrances, or other barriers?



## Worksheet

 inclusion-solutions

Location	1. Hardware ok?		2. Steps ok?		3. Door Pressure ok?		4. Door Width/Style ok?	
1.	yes	no	yes	no	yes	no	yes	no
2.	yes	no	yes	no	yes	no	yes	no
3.	yes	no	yes	no	yes	no	yes	no
4.	yes	no	yes	no	yes	no	yes	no

If you answered **NO** to any of the questions, you have a problem. Call Inclusion Solutions for help at 866 232 5487

**FOR IMMEDIATE RELEASE**

**CONTACT:  
(YOUR NAME)  
(YOUR PHONE NUMBER)  
(YOUR E-MAIL ADDRESS)**

**AMBUCS™ OPENS DOORS FOR PEOPLE WITH DISABILITIES  
Group works with (YOUR TOWN) area businesses to make them accessible**

**(YOUR CITY, STATE AND DATE OF RELEASE)**- “Ding! Dong!” It’s the welcoming sound we all hear when we get a visitor to our home. Now, it is also the welcoming sound of new business around town.

Many area small business owners, with the help of the (CHAPTER NAME) AMBUCS™, are working together to make these businesses accessible to persons with disabilities, thanks to the Big Bell.

(BUSINESS NAME) and (CHAPTER NAME) AMBUCS™ are giving the community and opportunity to check out the first Big Bell in (TOWN/CITY) on (DATE) at (TIME) at (LOCATION ADDRESS).

Big Bell is a giant doorbell which can be installed outside of a business at wheelchair height and operated by either hand or head contact. It alerts employees inside the business that a customer needs help entering.

Together with the portable ramp options also available through AMBUCS™, small business owners are able to offer the access that the Americans With Disabilities Act requires, without incurring the costs of power doors.

AMBUCS™ is excited to show the area how Big Bell can be a benefit to the community. It will bring more shopping and dining options for residents with disabilities and at the same time bring increased business and profits to small businesses. Big Bell offers small businesses an economical way to tap into the estimated \$175 billion in annual disposable income of the 54 million plus Americans with disabilities.

For information on the Big Bell presentation scheduled for **(TIME)** at **(LOCATION, ADDRESS)**, contact **(YOUR NAME)**, **(PHONE)** or visit [www.ambucs.org](http://www.ambucs.org).

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# BigBell Order Form

**AMBUCS** P.O. Box 5127 ■ High Point, NC 27262  
 Tel (336) 852-0052 ■ Fax (336) 852-6830  
 e-mail ambucs@ambucs.org  
 www.ambucs.org



<b>ORDERED BY</b>	Name _____	<b>SHIP TO</b>	Name _____
	Chapter _____		Business _____
	Phone _____		Street _____
	Date Needed _____		City _____ State _____ Zip _____
<b>Note: Cannot ship to a PO Box</b>			

QTY	ITEM NAME	PRICE EA	CHAPTER PRICE EA	CHAPTER PRICE BEFORE DEC 15TH	TOTAL
	BigBell	129.00	\$106.25	<b>\$99.00</b>	
				<b>SUB</b>	
	Plus Shipping Charges			<b>*SHIPPING</b>	
				<b>TOTAL</b>	

**PAYMENT**

**Bill**  Member  Chapter  District  
**Prepaid**  Check or Money Order enclosed  
**Charge**  VISA  MasterCard  AmerEx

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Big Bell**  
**Special \$99.00**  
 Order before Dec. 15, 2005

*\*Plus Shipping Charges*