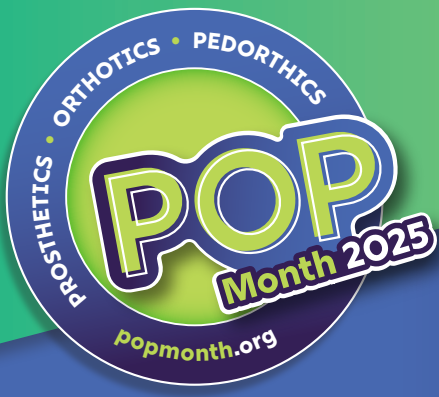


# **POP AND CIRCUMSTANCE TOOLKIT**

**A Guide for Recognizing an  
Employee, Educator,  
or Innovator**

**March 2025**



## POP AND CIRCUMSTANCE TOOLKIT

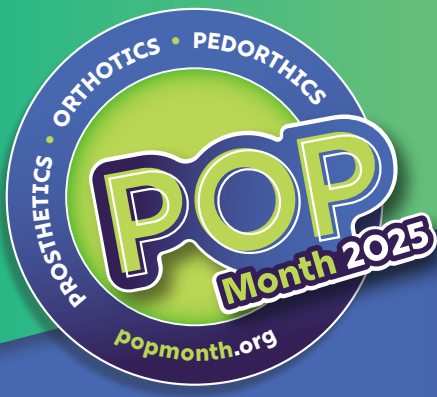
# A Guide for Recognizing an Employee, Educator, or Innovator

Consider recognizing an outstanding educator, employee or innovator with a POP award and share their achievement with your community. A POP Month honoree may include someone who is actively involved in the POP community, a leader inspiring the next generation or someone who developed an innovation that’s changing lives.

Here are resources to help you honor someone this POP Month, including:

- [Sample Timeline](#)..... 2
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Additional information can be found on [POPMonth.org](http://POPMonth.org).



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## Sample Timeline

This sample timeline can be adjusted but is intended to help you prepare to recognize an honoree(s) during POP Month in March 2025.

### 4-6 weeks before POP Month

- Identify employees, innovators and leaders to honor with a POP Award
- Gather photos, videos, bios and consider interviewing selected honoree(s) for additional insights

### 2-3 weeks before POP Month

- Begin preparing materials for celebration efforts
  - Add photos to social posts
  - Add additional information about honoree(s) to press release, media advisories and pitches
- Finalize award certificate

### POP Month

- Post on social media to recognize honoree(s)
- Send pitch emails to reporters
- Consider hosting a happy hour, lunch or celebration at your practice/clinic/site to celebrate the honoree(s)



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## Media 101 and Pitch Materials

### First Phase: Pitch to Local Media

Local media (TV stations and newspapers) may be interested in featuring your POP Month honoree, especially if they have a community segment or morning show feature.

Here is a quick guide on how to contact and coordinate with local reporters and prepare for media interviews:



#### Determine Reporter(s) To Invite

Identify the local outlet(s) you want to reach and find reporters' contact information. Your focus will likely be on community, health or technology reporters. If the outlet is small, it may not have a reporter dedicated to these topics; the general newsroom contact is where to go.



#### Draft Email Pitch

Draft a short (200 words or less) email that concisely explains your honoree, their background and reason for the award.



#### Invite Reporters

Once you have your email ready, send it in a separate email to each contact on your list (don't use CC or BCC) the first or second week of POP Month in March. Include your contact information for follow-up questions and easy coordination should they ask for an interview. An example pitch can be found below.



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## Template Email Pitch

New message

To:

Subject line: Community Members Making a Difference: [Practice/Clinic/Site] Recognizes [Name] with POP Award

Hello [Reporter Name],

I'm reaching out with a community story idea that I thought [Outlet] may be interested in.

In recognition of POP Month, [Practice/Clinic/Site] will honor [Name] for [his/her/their] contributions and leadership to the POP (Prosthetics, Orthotics and Pedorthics) community. [Additional detail about how their contributions are making a meaningful difference to the community].

[Additional sentence about honoree's role/bio, if necessary].

**March is POP Month:** WhatIsPOP is a career awareness campaign about the meaningful, diverse and challenging careers in prosthetics, orthotics and pedorthics (POP). It aims to educate, excite and encourage high school and college students to become POP professionals. Learn more at [WhatIsPOP.org](https://www.whatispop.org).

Let me know if you're interested in an interview.

Thanks for your consideration,  
[Name, Email, Phone Number]

Send



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### Second Phase: Follow Ups & Interview Prep

It's important to follow up with reporters. A reporter's schedule always changes, so they may be looking for a story idea.



#### Follow Up by Email & Phone

Consider following up via email and phone to share information again and emphasize how your honoree is making a meaningful difference in the community. Some reporters prefer different contact methods—calling and emailing will maximize your chance of securing interest.



#### Identify and Prepare Your Spokesperson(s)

Once you get the green light from a reporter, work with them to understand the story angle that they wish to pursue. As the media contact, you are responsible for liaising between the reporter and any requested interview subjects, likely the honoree, and making sure interviewees are prepared. Consider holding a practice interview so your honoree feels comfortable.



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## Sample Bio Template

Consider writing a 100–150-word bio for your honoree(s) to use throughout materials. It's helpful to prepare a sample bio in case reporters who express interest request one and you can easily incorporate it in additional materials such as newsletters.

### Structure

- State honoree's name, role and brief job description
- Highlight their accomplishments and impact they have on patients/students/colleagues/the community
- Share why they were inspired to become a POP professional
- Name other roles and academic degrees

### Sample Bio

Alice Rogers works as a certified prosthetist orthotist at the Fit4You clinic in Madison, Wisconsin and specializes in helping patients who experience limb loss after illness. After attending a STEM career fair in high school, she realized that a career in prosthetics would perfectly blend her interests in health and engineering. Over the past 20 years, Alice has created thousands of custom devices to help patients regain their mobility. From children to older adults, she tailors and personalizes her care so every patient leaves feeling confident and empowered in their everyday lives. Outside of the clinic, she enjoys mentoring students interested in prosthetic, orthotic and pedorthic (POP) careers. She graduated from Eastern Michigan University with a master's of science in orthotics & prosthetics.



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## Sample Press Release

[Practice/Clinic/Site Logo]

**Contact:**

[Contact Name]

[Contact Phone Number]

[Contact Email Address]

**[Practice/Clinic/Site] Honors [Name] for Leadership and Contributions to the POP Community  
POP Month 2025 Celebrates and Recognizes Professionals Inspiring the Next Generation of  
Prosthetic, Orthotic and Pedorthic Professionals**

[City, State] – [Date of Release] – [Practice/Clinic/Site] will honor [Name] for [his/her/their] contributions and leadership to the POP (Prosthetics, Orthotics and Pedorthics) community. [Additional details about their contribution].

[Add in bio details].

"[Name] makes a difference every day at [Practice/Clinic/Site] and we're proud to recognize [him/her/them] with a POP award," said [Name/Owner of Site/Practice/Clinic]. "POP Month highlights the profound positive impact POP professionals have on patients and families. It is a career that is meaningful and a perfect blend of science and art."

This month, in partnership with The American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC), [Practice/Clinic/Site] celebrates POP Month to raise awareness for WhatIsPOP, a career awareness campaign about the meaningful, diverse and challenging careers in prosthetics,





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orthotics and pedorthics (POP). POP professionals improve lives by evaluating, designing and fitting devices that help people with mobility challenges. WhatIsPOP aims to educate, excite and encourage high school and college students to become POP professionals.

###

**About [Practice/Clinic/Site]**

[insert boilerplate]

### **American Board for Certification in Orthotics, Prosthetics & Pedorthics**

The American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC) is the comprehensive credentialing organization for professionals working in the orthotic, prosthetic and pedorthic profession. ABC establishes and advocates for the profession's highest patient care and organizational standards. Learn more at [ABCop.org](https://www.abcop.org).

### **WhatIsPOP**

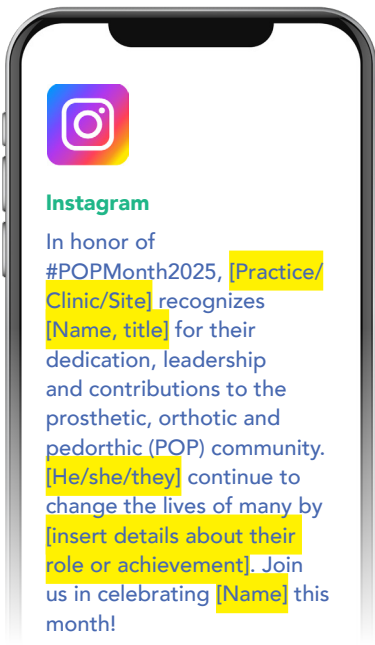
WhatIsPOP is a campaign about the meaningful, diverse and challenging careers in prosthetics, orthotics and pedorthics (POP). It aims to educate, excite and encourage high school and college students to become POP professionals. Learn more at [WhatIsPOP.org](https://www.whatispop.org).



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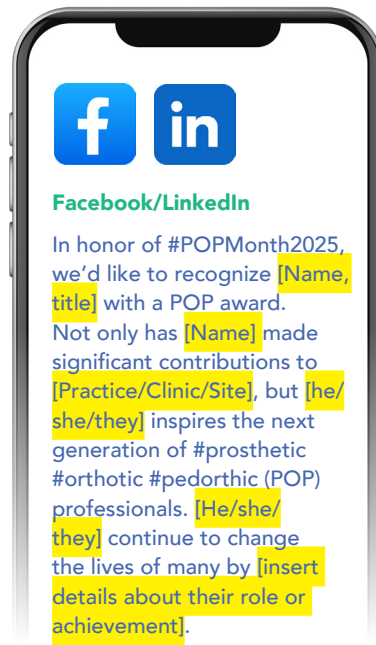
### Sample Social Media Posts



#### Instagram

In honor of #POPmonth2025, [Practice/Clinic/Site] recognizes [Name, title] for their dedication, leadership and contributions to the prosthetic, orthotic and pedorthic (POP) community. [He/she/they] continue to change the lives of many by [insert details about their role or achievement]. Join us in celebrating [Name] this month!

Want to make a difference like [Name]? Visit @what.is.pop to learn more.



#### Facebook/LinkedIn

In honor of #POPmonth2025, we'd like to recognize [Name, title] with a POP award. Not only has [Name] made significant contributions to [Practice/Clinic/Site], but [he/she/they] inspires the next generation of #prosthetic #orthotic #pedorthic (POP) professionals. [He/she/they] continue to change the lives of many by [insert details about their role or achievement].

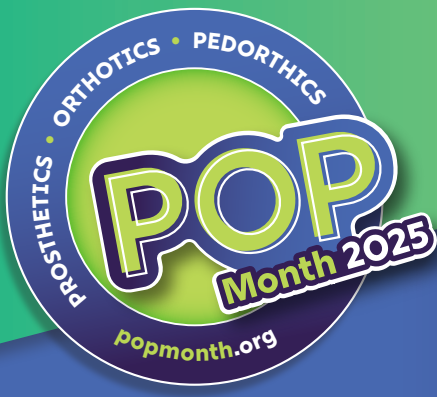
To learn more how you can make a meaningful difference through POP like [Name], visit @[What Is POP].



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## Sample Social Media Posts

For all posts, tag **WhatsPOP** and **ABC** accounts:



Instagram: [@what.is.pop](#) / [@abc.opp](#)



TikTok: [@whatispop](#)



Facebook: [@POPCareers](#) / [@ABCopp](#)



LinkedIn: [What Is POP](#) / [American Board for Certification in Orthotic, Prosthetics & Pedorthics, Inc.](#)



YouTube: [What Is POP](#) / [American Board for Certification](#)



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## Sample Award Certificate Template

[Download Certificate](#)

