



BALANCE AWARENESS WEEK to **DEFEAT** *DIZZINESS*

5018 NE 15TH AVE · PORTLAND, OR 97211 · PH: 503.294.9085 · INFO@VESTIBULAR.ORG · VESTIBULAR.ORG

Sample language for a Personal Campaign Page

Title: *Be creative! Use something that connects to your personal experience.*

Examples: Brenda's Campaign to Defeat Dizziness
Vertigo is my nemesis – I'm a Vestibular Hero!

Welcome: *Briefly share WHY you are joining this campaign.*

Goal: *Set a realistic goal. Once you have met your goal, you can raise it.*

Description: This is where you get to tell your story and educate your friends and family about vestibular disorder.

I'm joining the Vestibular Disorders Association (VEDA) to "**Defeat Dizziness™**" and help raise awareness and funds for programs that help patients like me.

Vestibular disorders affect millions of people each year, often in debilitating ways. Dizziness, vertigo, and ringing in the ears are just some of the symptoms of a vestibular disorder, and while some people recover, others suffer to some degree their entire lives.

(Insert personal story here. Do you or a loved one suffer from a vestibular disorder? Are you a healthcare professional that treats vestibular patients? How has VEDA helped you?)

My personal goal is to raise *<Insert your goal>*. With your support, VEDA will be able to continue to carry out its mission to inform, educate and advocate for the vestibular community. **Your donation goes directly to VEDA's patient education programs.** Donations also help VEDA make important advances for patients while connecting them to qualified healthcare professionals.

Click on the "DONATE NOW" button below to contribute today. Once you have completed the form, click "NEXT PAGE" at the bottom of the page. Then, click "CONFIRM CONTRIBUTION" to complete the process. It's that easy!

Together we will "Defeat Dizziness™" and help improve the quality of life for people suffering from inner ear and brain balance disorders.

Thank you for your support!



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Email template sample 1

Subject: Please Help Me Defeat Dizziness!

Hello! I'm joining the Vestibular Disorders Association (VEDA) to **"Defeat Dizziness™"** and help raise awareness and funds for programs that help patients like me.

Do you know what the vestibular system is? Most people don't, even though it's vitally important to our ability to balance. The vestibular system includes the parts of the inner ear and brain that process sensory information involved with controlling balance and eye movements. If disease or injury damages these processing areas, vestibular disorders can result. Common symptoms of a vestibular disorder include dizziness, vertigo and imbalance. Many vestibular patients also experience problems with vision and concentration, as well as depression and social isolation.

Did you know that an estimated **35.4% of US adults aged 40 years and older (69 million Americans)** experience vestibular dysfunction at some point in their lives? In the US alone, medical care for patients with chronic balance disorders exceeds **\$1 billion per year**.

Vestibular problems affect people in many ways, including the ability to perform basic activities such as bathing, dressing, and eating. Children with vestibular disorders can face impairments of motor development and learning challenges.

(Insert your personal story here.)

My personal goal is to raise *<Insert your dollar goal>*. Your support will help VEDA carry out its mission to inform, educate and advocate for the vestibular community. **Your donation goes directly to VEDA's patient education programs** and helps millions of vestibular patients like me/my (family member).

Please visit my fundraising page by clicking on my name at vestibular.org/PCP and selecting "DONATE NOW." Enter your contact information, then click on "NEXT PAGE" and "CONFIRM CONTRIBUTION" to complete the donation process.

Together we will "Defeat Dizziness™!"

Thank you for your support.



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Email template sample 2

Subject: I'm participating in VEDA's campaign to Defeat Dizziness™!

Hello! I'm joining the Vestibular Disorders Association (VEDA) to "**Defeat Dizziness™**" and help raise awareness about vestibular disorders. Many people have never heard of the word vestibular – much less know what it means!

What is the vestibular system? The vestibular system includes the parts of the inner ear and brain that process the sensory information involved with controlling balance and eye movements.

What causes a vestibular disorder and what are the effects? If disease or injury damages these processing areas, vestibular disorders can result. Common symptoms of a vestibular disorder include dizziness, vertigo and imbalance. Many vestibular patients have problems with everyday tasks, memory, and concentration. Children with vestibular disorders can face impairments of motor development, as well as balance and learning challenges. Vestibular disorders can result in depression and social isolation.

Who suffers from vestibular disorders? People of all ages, races, backgrounds, ethnicities and gender are affected. An estimated **35.4% of US adults aged 40 years and older (69 million Americans)** experience vestibular dysfunction at some point in their lives.

I am participating in this campaign because.... *(Insert your personal story here.)*
VEDA helped me *(Insert your personal experience with VEDA here).*

I am committed to raise <Insert your \$ goal>. Your support will help VEDA carry out its mission to inform, educate and advocate for the vestibular community. **Your donation goes directly to VEDA's educational programs.**

Please visit my fundraising page by clicking on my name at vestibular.org/PCP and selecting "DONATE NOW." Enter your contact information, then click on "NEXT PAGE" and "CONFIRM CONTRIBUTION" to complete the donation process.

Together we will "Defeat Dizziness™" and help improve the quality of life for people suffering from inner ear balance disorders.

Thank you for your support.



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Sample: Facebook post

Balance Awareness Week is here and I'm helping the Vestibular Disorders Association to "Defeat Dizziness™"! My goal is to help raise awareness about the challenges of living with a vestibular disorder.

Vestibular disorders affect millions of people each year, often in debilitating ways. Dizziness, vertigo, and ringing in the ears are just some of the symptoms of a vestibular disorder, and while some people recover, others suffer to some degree their entire lives.

I know, because *(insert short personal statement here)*. That's why I'm asking you to join me in supporting the Vestibular Disorders Association – a worthwhile organization that's helped me learn to cope with a vestibular disorder.

Please visit <https://vestibular.org/baw> and make a donation today – thanks!



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Sample: Personal thank you email – or thank you phone call

Thanks you for supporting my efforts to raise awareness about the challenges of living with a vestibular disorder and to “Defeat Dizziness™”! It means a lot to me that you took the time to visit my personal campaign page and make a donation.

Should you or someone you know need reliable and accurate information about inner ear and brain balance disorders, I encourage you to check out the Vestibular Disorders Association’s website at <https://vestibular.org>. There is a wealth of knowledge there.

Now that you know a little bit about vestibular disorders you’ll probably find that you know others who have suffered from a balance disorder at some point in their lives. They’re more common than you think!

Thanks again for joining me and VEDA in our efforts to spread the word! A little education goes a long way to helping people who are suffering find the support they need.

Wishing you balance,

(Name)

P.S. In addition to your thank you, VEDA will send an acknowledgement and receipt for tax purposes.