



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 Life Rebalanced
Dizzy Days Are Here Again!

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

Vestibular disorders are invisible and misunderstood. I'm raising awareness so patients who struggle with dizziness and imbalance can get help and hope.

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

Description: *This is where you get to tell your story and educate your friends and family about the challenges of living with a vestibular disorder.*

I'm joining the Vestibular Disorders Association (VEDA) to help patients like me (or my mom/dad/spouse, etc.) discover a life rebalanced.

Vestibular disorders affect millions of people each year and they are more common than you may realize. Even more debilitating are the symptoms of dizziness, vertigo, tinnitus, brain fog and anxiety. Some vestibular patients can no longer work, but because their symptoms are invisible it's hard to get disability. While some people recover, others suffer to some degree their entire lives.

(Insert your personal story here.)

My personal goal is to raise *<Insert your goal>* to help empower and support vestibular patients on their journey back to balance. **Your donation goes directly to VEDA's patient support and education programs.** Donations also help VEDA advocate for improved vestibular healthcare coverage and connect patients to qualified medical professionals.

I know there are many worthwhile causes out there, and it can be hard to choose which to support. This cause is important to me because it affects me so personally. Thank you for caring and taking the time to learn about my vestibular experience. Your support means so much to vestibular patients like me!



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EMAIL TEMPLATE SAMPLE 1 *(For informing folks about your PCP)*

Subject: <insert title of PCP, Example: Brenda's Life Rebalanced>

Hi <Name> ,

I'm reaching out to ask for your help to support patients like me who suffer from vestibular disorders. These are invisible conditions that rob people of their balance and impact their lives in significant ways.

The vestibular system includes parts of the inner ear and brain that process sensory information from the eyes and muscles and allow us to stand upright. Traumatic brain injuries, strokes, ototoxic medicines and more can all result in vestibular disorders. Common symptoms of a vestibular disorder are dizziness, vertigo and imbalance. Vestibular disorders can make it hard to think, walk, and engage in social activities. Just going shopping can completely wear you out. Some vestibular patients can no longer work, but because their symptoms are invisible, it's hard to get disability.

Many vestibular patients also experience problems with vision and concentration, as well as anxiety, depression, and social isolation. Vestibular disorders are more common than you think. An estimated 35% of adults experience vestibular dysfunction at some point in their lives.

(Insert summary of your personal story here.)

My personal goal is to raise <Insert your goal> to help empower and support vestibular patients on their journey back to balance. **Your donation goes directly to VEDA's patient support and education programs.** Donations also help VEDA advocate for improved vestibular healthcare coverage and connect patients to qualified medical professionals.

Check out my personal campaign page <insert link to your page> , and please make a donation today. Every dollar counts (and may be tax deductible)!

Thanks!

<Your Name>



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EMAIL TEMPLATE SAMPLE 2

Subject: <insert title of PCP, Example: Brenda's Life Rebalanced >

Hi <Name> ,

I'm joining the Vestibular Disorders Association (VEDA) to help patients like me discover a life rebalanced.

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? When disease or injury damages the inner ear or nerves leading from the inner ear to the brain, vestibular disorders can result. Common symptoms of a vestibular disorder include dizziness, vertigo and imbalance. Many vestibular patients have problems with memory, and concentration, and experience anxiety, depression, and social isolation.

Who suffers from vestibular disorders? People of all ages, races, backgrounds, ethnicities, and genders are affected. An estimated **35% of adults** 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 donation goes directly to VEDA's patient support and education programs.**

Please visit my personal campaign **<insert link to your page>** and make a donation of any amount today. Your support means a lot to me (and may be tax deductible)!
Thanks☺

Yours truly,

<Your Name>



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SAMPLE: FACEBOOK POST

Balance Awareness Week is here and I'm helping the Vestibular Disorders Association raise awareness about the challenges of living with a vestibular disorder.

Vestibular disorders affect millions of people each year. Dizziness, vertigo, and imbalance are just some of the symptoms of a vestibular disorder. Even more debilitating is the fatigue, brain fog, anxiety, and depression that many vestibular patients face every day. And because these conditions are invisible to others, patients are often accused of "faking it."

VESTIBULAR DISORDERS ARE REAL AND DEBILITATING. I know, because *(insert short personal statement here)*. That's why I'm asking you to join me in supporting VEDA – a worthwhile organization that's helped me rebalance my life.

Please visit <https://vestibular.org/baw> (or insert link to your personal campaign page) and make a donation today – thanks!

SAMPLE: TWEET

Join @vestibularveda to raise #balanceawareness at <https://vestibular.org/baw> Sept.18-24, 2017. Share your Life Rebalanced story!



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

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

If you or someone you know needs 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 raise awareness about these invisible and misunderstood conditions! A little education goes a long way to helping people find the help and support they need.

Wishing you balance,

<Your Name>

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