



# VESTIBULAR

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## DISORDERS ASSOCIATION

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## Tips for Promoting Your Personal Campaign Page

THANKS FOR HELPING VEDA RAISE AWARENESS ABOUT VESTIBULAR DISORDERS  
AND FUNDS TO SUPPORT OUR MISSION!

### Fundraising can be scary.

We get that it's hard to ask people for money. But here's the thing – people want to help!

People give to people, not organizations. When you tell friends and family why this cause is important to you, they'll give because YOU are important to THEM. If they don't give, that's OK too. You've increased their understanding of how your life has been impacted by living with a vestibular disorder. They will now understand and be compassionate toward the next vestibular patient they meet.

So here are a few tips to make it easier to promote your personal campaign page (PCP).

1. **Create a list.** Who do you know? Who does your family know? Reach out to someone you haven't talked to in a while. They probably don't know that you have a vestibular disorder, or how dramatically it impacts your daily life. You could be helping a misdiagnosed patient by sharing your story.
2. **Let your passion show.** If you've taken the step to create a PCP, raising awareness about vestibular disorders is important to you. Tell it like it is. Your story is powerful.
3. **Keep it simple.** You don't have to tell every detail of your story. Pick one way that your life has changed as a result of your vestibular disorder and focus on that.
4. **Use every communication channel.** Send your letter via snail mail and email, post it on all your social media pages, bring it to work, and ask friends when you see them in person.
5. **Follow up.** People forget, it's human nature, so it's OK to remind people. Re-post on your social media pages several times, and as we get closer to Balance Awareness Week let them know that there's "still time" to make a donation to your page. Add urgency to your call to action (e.g. "Two days left!"). Remember to keep it fun, and remind people why this is important to you.
6. **Thank your donors.** A Facebook message, email, or phone call goes a long way to make a donor feel special and appreciated. *(Note: VEDA will also send your donors a thank you letter, but it means so much more coming from you!)*

If you have questions about how to tell your story, you can call Michelle Eyres, Development Coordinator, at 800-837-8428 or email at [Michelle.Eyres@vestibular.org](mailto:Michelle.Eyres@vestibular.org).