



COMMUNICATION TOOLKIT

THANK YOU FOR REGISTERING FOR STEPS-2-BALANCE (S2B)!

Now it is time for you to take your next steps:

1. Start your **personal campaign page** [here](#):
 - Set your **personal, balance-related goal***
 - Set your **fundraising goal**
 - Set the **date** when you want to **conquer** this goal (between May 12-20, 2018)
2. **RSVP** to VeDA's S2B [Facebook event](#)
3. **Email** friends, family, and co-workers to tell them about your balance goal, and invite them to join your activity.
4. **Post** on your social media pages (Facebook, Twitter, etc.)
5. **Repeat** #3 and #4 until all your goals are met!

*Regardless of where you are in your personal recovery, you can take a step toward balance. Your goal may be to walk to the end of the street, hike a mile, or learn Tai chi. Be creative!

Below are some templates you can use to share your story with friends and family. *Personalize, personalize, PERSONALIZE!* Tell **your** story so everyone understands how much this disorder has impacted **you**. They probably know less than you think. And don't forget, everyone likes pictures too!



**STEPS-2-
BALANCE**
MAY 12-20, 2018

NEED HELP? Feel free to contact Michelle Eyres, Development Manager, with any questions, problems, or just to update us on your progress. We'd love to hear from you! 800.837.8428 | michelle.eyres@vestibular.org

>> [Download VeDA's S2B logo](#)



PERSONAL CAMPAIGN PAGE | SAMPLE LANGUAGE

For many like me, living with a vestibular condition is a daily obstacle course. Each day I rise to the challenge of adapting my lifestyle to regain greater control and balance in my life. There are good days and bad days on this journey I never expected to take. But every step forward in mastering this *new normal*, is a step in the right direction.

What may have initially felt insurmountable eventually becomes routine. Mountains turn into molehills. I discover new ways of moving, eating sleeping, and dealing with stress that makes every day a little better than the one before. I learn how to recalibrate my body (and mind) to keep forging on. And like all journeys, I will hit road bumps along the way as new challenges present themselves.

Sometimes it feels like for every two steps forward there's a step backward. While frustrating, these momentary regressions are simply new obstacles to overcome. New lines in the sand to eventually leap over. As I've done before, I push myself to take *one more* step forward—walking, running, dancing, climbing, or stretching [replace with your own activity] a little further. Because what matters isn't how far I go, it's that I keep crossing new milestones on the path toward a life rebalanced.

>> [INSERT YOUR PERSONAL STORY HERE]

Steps-2-Balance is the Vestibular Disorder Association's (VeDA) annual call to all those living with a vestibular condition, to challenge themselves in taking a step forward on their journey back to balance. From May 12-20, 2018, VeDA is asking vestibular patients across the country to set a personal balance-related goal and to self-organize an activity to achieve it.

My goal is to be able to _____ [activity] on _____ [date]. I have registered for my balance-related goal at vestibular.org/S2B and set a fundraising goal of \$____. Please consider making a donation to support me on my journey back to balance. You can also join my support network by registering for Steps-2-Balance and creating your own personal campaign page. By reaching out to your friends and co-workers, you can help me raise awareness about these invisible disorders.

As I move toward my goals, I will post updates on my _____ [list your social media platforms]. I invite you to [register](#) and join me as I conquer my goal on _____ [date] at _____ [location].

Thank you!

VESTIBULAR DISORDERS ASSOCIATION



EMAIL | SAMPLE LANGUAGE

[INSERT LINK TO YOUR PCP]

Steps-2-Balance is the Vestibular Disorder Association's (VeDA) annual call to all those living with a vestibular condition (like me!), to challenge themselves in taking a step forward on their journey back to balance. From May 12-20, 2018, VeDA is asking vestibular patients across the country to set a personal balance-related goal and to self-organize an activity to achieve it.

My goal is to be able to _____ *[activity]* on _____ *[date]*. I have registered for my balance-related goal at vestibular.org/S2B and set a fundraising goal of \$____. Please consider making a donation to support me on my journey back to balance. You can also join my support network by registering for Steps-2-Balance and creating your own personal campaign page. By reaching out to your friends and co-workers, you can help me raise awareness about these invisible disorders.

>> [INSERT YOUR PERSONAL STORY AND PHOTO HERE]

As I move toward my goals, I will post updates on my _____ *[list your social media platforms]*. I invite you to [register](http://vestibular.org/S2B) and join me as I conquer my goal on _____ *[date]* at _____ *[location]*.

FACEBOOK POST | SAMPLE LANGUAGE

I'm participating in VeDA's Steps-2-Balance (S2B)! S2B is a call to all those living with a vestibular condition (like me) to challenge themselves in taking a step forward on their journey back to balance. My goal is to be able to _____ *[activity]* on _____ *[date]*. I have registered my balance-related goal at vestibular.org/S2B. You can learn more about my journey and support me by making a donation to my personal campaign page. You can also join my support network by registering for Steps-2-Balance and creating your own personal campaign page. By reaching out to your friends and co-workers, you can help me raise awareness about these invisible disorders. As I move toward my goal, I will post updates on Facebook. I invite you to join me as I conquer my goal on _____ *[date]* at _____ *[location]*. [INSERT LINK TO YOUR PCP]

TWITTER POST | SAMPLE LANGUAGE

#Steps2Balance is @vestibularveda's call to all vestibular patients to set a personal balance-related goal. My goal is to _____ *[activity]* on _____ *[date]*. Please support

VESTIBULAR DISORDERS ASSOCIATION



me! [\[INSERT LINK TO PCP - YOU MAY WANT TO USE BITLY TO CREATE A SHORT URL - AND ATTACH A PHOTO\]](#)

LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

For many people like me, living with a vestibular condition is a daily obstacle course.

Each day we rise to the challenge of adapting our lifestyle to regain greater control and balance in our lives. There are good days and bad days on this journey no one expected to take. But every step forward in mastering this *new normal*, is a step in the right direction. What may have initially felt insurmountable eventually becomes routine. Mountains turn into molehills. We discover new ways of moving, eating sleeping, and dealing with stress that make every day a little better than the one before. We learn how to recalibrate our bodies (and minds) to keep forging on. And like all journeys, we will hit road bumps along the way as new challenges present themselves. Sometimes it feels like for every two steps forward there's a step backward. While frustrating, these momentary regressions are simply new obstacles to overcome. New lines in the sand to eventually leap over. As we've done before, we push ourselves to take *one more* step forward—walking, running, dancing, climbing, or stretching a little further. Because what matters isn't how far we go, it's that we keep crossing new milestones on the path toward a **life rebalanced**.

Steps-2-Balance is the Vestibular Disorder Association's (VeDA) annual call to all those living with a vestibular condition, to challenge themselves in taking a step forward on their journey back to balance. From May 12-20, 2018, VeDA is asking vestibular patients across the country to set a personal balance-related goal and to self-organize an activity to achieve it. While many vestibular patients are restricted in their everyday mobility, we also know that many forms of exercise or movement can help patients improve their balance. So regardless of where a patient is on their personal road to recovery, we hope anyone can find an opportunity to take a "step" forward and participate in Steps-2-Balance.

[\[Insert your personal vestibular diagnosis story here. Be brief - you don't need to go into detail about every doctor you saw. What is most impactful is how the disorder has impacted your life.\]](#)

I am participating in Steps-2-Balance by [\[Insert a description of your event\]](#).

Life rebalanced takes one step at a time. I won't let dizziness [\[insert other description of your symptoms \]](#) stop me!

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