



LIFE REBALANCED

## COMMUNICATION TOOLKIT

### THANK YOU FOR REGISTERING YOUR 2018 STEPS-2-BALANCE (S2B) EVENT!

Now it is time for your practice to take its next steps:

1. Start your practice's **personal campaign page (PCP)** [here](#):
  - Let VeDA know what [event](#) you are hosting
  - Set a **fundraising goal**
  - Set the **date** when you are hosting this event
2. **RSVP** to VeDA's S2B [Facebook event](#)
3. **Email** patients, friends, family, and staff to tell them about your event, and invite them to participate
4. **Post** on your social media (Facebook, Twitter, etc.) about your event
5. **Repeat** #3 and #4 until your goal is met!

Below are some templates you can use to promote your event. *Personalize, personalize, personalize!* Tell everyone why you became a vestibular specialist and how much this disorder has impacted your patients. 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 event. We'd love to hear from you! 800.837.8428 | [michelle.eyres@vestibular.org](mailto:michelle.eyres@vestibular.org)

>> [Download the S2B logo](#)

### PERSONAL CAMPAIGN PAGE | SAMPLE LANGUAGE

As a vestibular healthcare professional, I play a vital role in my vestibular patients' journey back to balance; from helping them arrive at an accurate diagnosis to supporting them as they take steps forward in their recovery. During VeDA's Steps-2-Balance campaign I am engaging my patients in setting personal balance-based goals and monitoring their success. In addition, **[INSERT CLINIC NAME]** IS organizing an event to bring vestibular patients together. No matter where a patient is on their road to recovery, Steps-2-Balance is a step in the right direction!

VESTIBULAR DISORDERS ASSOCIATION



[INSERT CLINIC NAME] is holding a/an \_\_\_\_\_ [event] on \_\_\_\_\_ [date]. Our practice has also set a fundraising goal of \$\_\_\_\_\_ to be donated to VeDA. You can help us reach our goal by making a donation at [INSERT PCP URL].

We will post updates on \_\_\_\_\_ [list your social media platforms]. I invite you to [register](#) and join us as we \_\_\_\_\_ [activity] on \_\_\_\_\_ [date] at \_\_\_\_\_ [location].

*Thank you!*

## EMAIL | SAMPLE LANGUAGE

As a vestibular healthcare professional, I play a vital role in my vestibular patients' journey back to balance; from helping them arrive at an accurate diagnosis to supporting them as they take steps forward in their recovery. During VeDA's Steps-2-Balance campaign I am engaging my patients in setting personal balance-based goals and monitoring their success. In addition, [INSERT CLINIC NAME] IS organizing an event to bring vestibular patients together. No matter where a patient is on their road to recovery, Steps-2-Balance is a step in the right direction!

[INSERT CLINIC NAME] is holding a/an \_\_\_\_\_ [event] on \_\_\_\_\_ [date]. Our practice has also set a fundraising goal of \$\_\_\_\_\_ to be donated to VeDA. You can help us reach our goal by making a donation at [INSERT PCP URL].

We will post updates on \_\_\_\_\_ [list your social media platforms]. I invite you to [register](#) and join us as we \_\_\_\_\_ [activity] on \_\_\_\_\_ [date] at \_\_\_\_\_ [location].

*Thank you!*

## FACEBOOK POST | SAMPLE LANGUAGE

**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. As a vestibular healthcare provider, I see the profound impacts these disorders have on my patients. In honor of Steps-2-Balance [INSERT CLINIC NAME] is holding a/an \_\_\_\_\_ [event] on \_\_\_\_\_ [date]. Our practice has also set a fundraising goal of \$\_\_\_\_\_ to be donated to VeDA. You can contribute on our campaign at [INSERT PCP URL].

VESTIBULAR DISORDERS ASSOCIATION



## TWITTER POST | SAMPLE LANGUAGE

**#Steps2Balance** is @vestibularveda 's call to all vestibular patients to set a personal balance-related goal. [INSERT CLINIC NAME] is holding \_\_\_\_\_ [event] on \_\_\_\_\_ [date]. Register at vestibular.org/S2B. Support us at [INSERT PCP URL - you may want to use bitly to get a short URL]. [ATTACH A PHOTO]

## LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

For many people, living with a vestibular condition is a daily obstacle course. Healthcare professionals like me play a vital role in a vestibular patient's journey back to balance; from helping them arrive at an accurate diagnosis to supporting them as they take steps forward in their recovery.

Each day vestibular patients rise to the challenge of adapting their lifestyle to regain greater control and balance in their 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. Patients discover new ways of moving, eating sleeping, and dealing with stress that make every day a little better than the one before. They learn how to recalibrate their bodies (and minds) to keep forging on. And like all journeys, they 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 they've done before, they push themselves to take *one more* step forward—walking, running, dancing, climbing, or stretching a little further. Because what matters isn't how far they go, it's that they 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.

VESTIBULAR DISORDERS ASSOCIATION



[Insert a brief description of your vestibular practice.]

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

The vestibular community is making strides in the road to recovery by working together with healthcare professionals like me who understand the path to a life rebalanced.

VESTIBULAR DISORDERS ASSOCIATION



## PUTTING THE “FUN” IN FUNDRAISING

### COMMUNITY PARTNERS

**Partner** with restaurants, clubs or your vestibular healthcare provider to host a donation box or ask them to donate a percentage of their sales on a particular day to your campaign.

### PERSONAL CAMPAIGN

Create a **PCP** (personal campaign page) on [vestibular.org](http://vestibular.org). Tell your **story**, share your goal and upload a photo, then ask friends, family and co-workers to support you.

### SHARE ON FACEBOOK

**Share** a link to your PCP on Facebook. Include a short summary on the post to encourage friends to visit your PCP and make a donation.

### TELL YOUR STORY

The most **important** thing is to tell people your story, **why** this cause is important to you, and **ask** them to support you.

### OFFICE EVENT

Have a **jar** at your office asking for donations. **Sell** baked goods or candy. Ask your supervisor to have a **\$5** jeans day. **Hold** a 50-50 raffle.

### HOST AN EVENT

Have **friends** over for dinner, tea, or a movie or host an evening at a restaurant. Tell your story and **ask** them to help you reach your goal.

### REDUCE CLUTTER

Have a garage **sale** or sell a craft you make. You can also sell your items online through e-Bay or Craigslist.

### TEACH LESSONS

Are you a painter, musician, chef? No matter what your special skill, **someone** is interested in learning. Host a group and ask for donations.

### HOLD AN EVENT THAT IS UNIQUELY YOU

**Share** it with the vestibular community on Facebook.



Participant's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_. \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Donor Name	Address (Street, City, State, Zip)	Phone #/Email	Method of Payment (check, cc*)	Amount (✓ to indicate payment has been received)
<b>ENTER TOTAL PLEDGES HERE → (Attach additional pages if necessary)</b>				

Please mail this form with payment/checks to: VeDA - 5018 NE 15<sup>th</sup> Ave., Portland, OR 97211. All donations are tax-deductible to the full extent of the law. Checks may be made out to the Vestibular Disorders Association or "VeDA". Credit card payments may be made online at <https://vestibular.org/S2B> by searching the participant's personal campaign page, by calling VeDA at (800) 837-8428, or by using a credit card form(\*attached).