



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

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Ways for Clinics to Participate

You can make a difference and be a part of a very exciting and fun time. Here are a variety of ways that your clinic can participate in helping VEDA raise awareness and funds.

Raise awareness and money online - Create a clinic fundraising page and ask your employees, vendors, partners, patients, etc. to support the campaign. Here are some easy steps to follow:

1. Customize your fundraising page with a personal story about the clinic and its' involvement with VEDA and vestibular disorders. Let people know why this is important to your organization. You can even add a photograph to your page.
2. Set your goal. Be ambitious but also realistic.
3. Divide your goal by 10 or 15. This makes it easy to ask nearly anyone to donate \$10 or \$15 to you.
4. Write down a list of contacts that you can approach. Your list will grow quickly. Think of:
 - a. 5 employees
 - b. 5 business partners
 - c. 5 neighboring businesses
 - d. 5 vendors
5. Use the templates on www.vestibular.org/baw to reach out to your contacts via email, letters, Facebook, etc.
6. For convenience, your supporters can donate online – directly to your page.
7. Double your money – Many companies having “matching gift” programs. If yours does, you can make a contribution to VEDA and have your company match it.
8. Once you hit your goal, raise it and keep going!
9. Be sure to thank those who supported you after Balance Awareness Week.

Other fundraising ideas:

- Bake sale
- Jeans day (employees pay \$5 to wear jeans for a day)
- Donation jar
- Department contest
- Raffle



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Other ways to fundraise and spread awareness

- Host a free balance testing clinic
- Host a brown bag lecture luncheon during Balance Awareness Week
- Include a message about Balance Awareness Week in your newsletter
- Hang posters throughout your office
- Add Balance Awareness Week in your email signature
- Include Balance Awareness Week in an advertisement
- Post announcements about Balance Awareness Week on your Facebook page
- Tweet about Balance Awareness Week prior to and during the campaign
- Post a banner ad (provided by VEDA) on your web site – include a link to our web site
- Distribute “Fact Sheets” (provided by VEDA) to your patients
- Encourage your local media connections to run a PSA