



STEPS-2-BALANCE TOOLKIT



STEPS-2-BALANCE

MAY 16-22, 2021

Steps-2-Balance (May 16-22, 2021) is VeDA's annual call to all "Vesties"—those living with a vestibular condition, their loved ones, and the healthcare professionals who treat them. It's a week to celebrate the steps we've taken together on our journey toward finding "Life Rebalanced."

Since its inception in 1985, VeDA has evolved into a powerful force that informs, represents, and advocates for people struggling with vestibular dysfunction. By participating in Steps-2-Balance, you're helping raise awareness about the millions of people who suffer invisibly from inner ear and brain dysfunction, and you'll help improve their well-being during some of their most challenging days.

With the long-term effects of Covid-19 causing a significant increase in the number of people experiencing vestibular symptoms, including brain fog, dizziness, vertigo, and tinnitus, now is the perfect time to make vestibular visible!

We are so grateful to you for hosting a Steps-2-Balance personal fundraiser to benefit VeDA and our ongoing mission to create a world where vestibular disorders are widely recognized, rapidly diagnosed, and effectively treated.

How to get started:

- Create your peer-to-peer fundraising page at vestibular.org/S2BP2P

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- Set your fundraising goal: Everyone who raises \$1,500 or more will receive a pair of [Activator Poles by Urban Poling!](#)
- Share the link to your fundraising page on your social media accounts, along with a personal message.

FUNDRAISING TIPS: Here are three simple steps to help you reach your fundraising goal:

1. **Personalize your fundraising page:** Add images or text to make your page personal to you, and let your family and friends know why you're fundraising for VeDA. If you have a personal story to share about how imbalance due to vestibular dysfunction has affected you or someone you know, this can be a powerful way to inspire donors.
2. **Donate to your own page:** People are more likely to donate if someone else has already contributed. Plus, donating to your own fundraiser shows people you're serious about the cause—you're in it to win it!
3. **Set mini fundraising goals along the way:** This will make it easier to reach your main goal—plus, you can share updates on social media to thank donors for helping you reach your goal.

Share your fundraiser and play BINGO!

FLAMINGO BINGO



**Steps
-2-
Balance**
May 16-22, 2021

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WITH



Kick off your fundraising efforts by sending an email to each of your prospective donors. Remember, Steps-2-Balance is about taking steps to balance *together*, so we've created a fun game everyone can play: [Fiona Flamingo Bingo](#).

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Now through Steps-to-Balance Week, cover as many squares on your bingo card by engaging in the activity shown. The activities shown on each square will be explained in greater detail on VeDA's social media channels starting Monday, April 19. (You can also find them in the Spring 2021 issue of VeDA's *On the Level* newsletter—[subscribe today!](#))

Everyone who emails a photo of their bingo card to flamingo@vestibular.org, regardless of how many squares they've played, will be entered into a drawing for a pair of [Activator Poles by Urban Poling!](#)

FUNDRAISING TIP: Ask your donors to pledge a set amount (\$1, \$5, or more) for every step you complete on your bingo card. You can also set a special donation amount for every time you complete all the steps in a row—whether top-down, diagonally, or across—that's a BINGO!

Share updates on how you are progressing on your bingo card by letting your social network know how they can support you. Here's how:

- 1. Follow & Tag:** Make sure you are following us on social media and tag us in your social posts:
 - Facebook: @vestibulardisorders
 - Instagram/Twitter/Pinterest: @vestibularveda
 - LinkedIn: @vestibular-disorders-association
- 2. Hashtags:** Whether posting your own or resharing our posts, please use the following hashtags so others can follow along:
 - #fionaflamingobingo
 - #vestibulardisorders
 - #urbanpoling
 - #liferebalanced
 - #Steps2Balance
- 3. Posts:** We've created some sample posts for social media (see below), but we'd love for you to make them personal! Feel free to say why VeDA is special to you and link to your fundraising page so it's easy for others to click and donate.

PEER-TO-PEER FUNDRAISING PAGE | SAMPLE LANGUAGE

The sample language below is written from the perspective of someone who suffers from vestibular dysfunction, but it can be easily modified for a loved one or support partner, or for a physician who treats vestibular patients.

Balance is something most of us take for granted—until we lose it.

Did you know that 1 of every 3 Americans will experience some sort of vestibular (inner ear or brain) dysfunction in their lifetime? Many people live with chronic dizziness, vertigo, nausea,

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fatigue, brain fog, and other debilitating symptoms that make it difficult to perform simple daily tasks. These disorders are difficult to diagnose and there are no cures.

>> [INSERT YOUR PERSONAL VESTIBULAR STORY HERE]

That's why I'm participating in **Steps-2-Balance**—to raise awareness about how these invisible vestibular disorders affect people like me (or your loved one, or your patients). You can help me by making a donation to the Vestibular Disorders Association (VeDA), a nonprofit organization that supports and empowers vestibular patients all over the world.

I invite you to join me in playing [Flamingo Bingo](#), a fun game of activities designed to help people take steps on their journey back to balance. Flamingos are masters of balance—something every vestibular patient strives for. And everyone who plays can enter into a drawing for a cool pair of [Activator Poles by Urban Poling!](#)

Please join me by contributing to my Steps-2-Balance campaign. **Thank you for your support and for helping make "vestibular" visible!**

>> [INSERT YOUR NAME HERE]

EMAIL | SAMPLE LANGUAGE

Dear Friends,

I'm asking you to support me (or your loved one, or your patients) in taking steps to regain balance.

The Vestibular Disorders Association (VeDA) helped me (or your loved one, or your patient) when others dismissed the symptoms of dizziness and brain fog, saying they were “all in your head.” Vestibular patients around the world continue to struggle with these invisible illnesses, alone and misunderstood, and for many the physical toll of the coronavirus pandemic has made their symptoms even worse.

>> [INSERT YOUR PERSONAL STORY AND PHOTO HERE]

Please help me make vestibular visible so others won't have to endure the challenges I have faced in getting an accurate diagnosis and effective treatment.

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I also invite you to join me in playing [Flamingo Bingo](#), a fun game of activities designed to help people take steps on their journey back to balance. Flamingos are masters of balance—something vestibular patients strive for! And everyone who plays can enter into a drawing for a cool pair of [Activator Poles by Urban Poling!](#)

Thank you for all your support!

All the best,

>> [INSERT YOUR NAME HERE]

FACEBOOK POST | SAMPLE LANGUAGE

Join me and @vestibularveda as we take #Steps2Balance together playing FLAMINGO BINGO - a fun game of activities and exercises with many forms of movement that can help everyone take steps toward improving their balance. Learn more about my vestibular journey and support me by making a donation to my fundraising page. [INSERT LINK TO YOUR FUNDRAISING PAGE AND ATTACH A PHOTO] #liferebalanced

TWITTER POST | SAMPLE LANGUAGE

Help me take #Steps2Balance by supporting my fundraiser. I'm hoping to raise [\$XX] to help people struggling with debilitating vestibular disorders—please consider a generous donation to @vestibularveda! [INSERT LINK TO YOUR FUNDRAISING PAGE]

LETTER TO THE EDITOR | SAMPLE LANGUAGE

Sending a letter to your local newspaper is a great way to raise awareness about vestibular disorders, especially now when the long-term effects of Covid-19 are causing a significant increase in the number of people experiencing vestibular symptoms, such as brain fog, dizziness, vertigo, and tinnitus. If your letter is published, please send us a hard copy or [email us](#) a link.

Dear Editor,

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For many people like me (or your loved one, or your patient), living with a vestibular condition is a daily struggle to find balance. There are good days and bad days, but every step is a step toward recovery, a journey of discovering new ways of moving, eating, and sleeping that make every day a little better, more balanced, than the one before.

[Insert your vestibular 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.]

That's why I'm participating in Steps-2-Balance, a virtual event hosted by the Vestibular Disorders Association (VeDA). From May 16-22, 2021, vestibular patients like me (or your loved one, or your patient) will celebrate the steps we've taken on the road to recovery.

While many vestibular patients are restricted in their everyday mobility, many forms of exercise or movement can help patients improve their balance. So, regardless of where a patient is on their journey back to balance, there are activities and exercises that can allow us to take "steps" forward to rediscovering a life rebalanced.

For more information about VeDA and Steps-2-Balance, please visit steps2balance.org.

NEED HELP?

VeDA is here to help you meet your fundraising goals! Feel free to contact Michelle Eyres, Development Manager, at 503.229.7705 or michelle.eyres@vestibular.org.