



LIFE REBALANCED

## NONPROFIT PARTNERS COMMUNICATION TOOLKIT

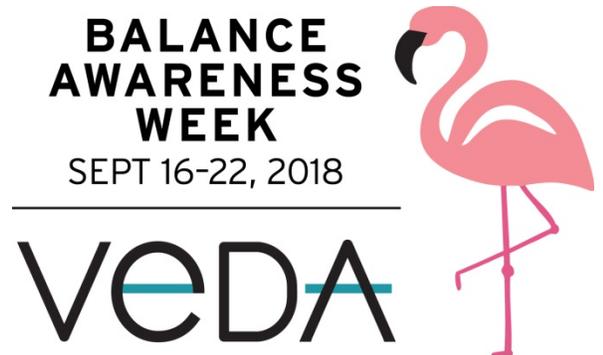
THANK YOU FOR JOINING VeDA FOR  
BALANCE AWARENESS WEEK (BAW) &  
FALL PREVENTION WEEK (FPW).

Here are just a few suggestions as to how \_\_NPO\_\_ can participate in BAW:

1. **Share** VeDA’s social media posts on your organization’s platforms.
2. **Email** your donors and supporters to tell them why you are participating.
3. **Post** on your social media pages (Facebook, Twitter, etc.) about why you feel bringing awareness to balance issues is important.
4. **Host** a BAW/FPW event.
5. **Take** a picture with Fiona Flamingo.

Below are some templates you can use to share your organization’s involvement with BAW and FPW with supporters, stakeholders and employees.

**NEED HELP?** Feel free to contact Michelle Eyres, Development Manager, with any questions, problems, or just to share what you are doing. We’d love to hear from you! 800.837.8428 or [michelle.eyres@vestibular.org](mailto:michelle.eyres@vestibular.org)



>> Download the [BAW Logo](#)

### EMAIL | SAMPLE LANGUAGE

\_\_NPO\_\_ is partnering with the Vestibular Disorders Association (VeDA) for Balance Awareness Week (September 16-22) and Fall Prevention Week (September 22-28).

[INSERT LANGUAGE RE: YOUR MISSION]

VeDA pioneered **Balance Awareness Week** in 1997 in order to come together each year and shine a light on these otherwise invisible balance disorders. If we’re all more aware, then we can better understand and be empathetic to those who need our support the most—our family, friends, co-

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workers, and neighbors. While many of these balance disorders are incurable, faster and more accurate diagnosis, along with effective coping strategies, can greatly improve quality of life. Join us this September for Balance Awareness Week and Fall Prevention Week, and together we can pave the way toward restoring a **life rebalanced**.

## FACEBOOK POST | SAMPLE LANGUAGE

\_\_NPO\_\_ is participating in VeDA's Balance Awareness Week and Fall Prevention Week! You can learn more about why \_\_NPO\_\_ is involved at \_\_\_\_\_.

## TWITTER POST | SAMPLE LANGUAGE

**#BalanceAwarenessWeek** is @vestibularveda's call to nonprofit partners to come together to bring awareness to balance and fall issues.

## LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

[Insert your organization's mission]

We have joined with the Vestibular Disorders Association (VeDA) to bring knowledge and awareness to balance disorders. 69 million Americans suffer from the mostly invisible and frequently debilitating symptoms of chronic imbalance associated with a vestibular disorder. Whether it comes on gradually over time or all of a sudden, bouts of dizziness, vertigo, and nausea can make many of life's more routine tasks virtually intolerable.

Just try getting a good night's sleep with a high-pitched ringing in your ear. Or try to focus on something as everything around you appears to be spinning. For those living with a vestibular condition, everyday life becomes a progressively challenging obstacle course to navigate.

This September, VeDA is calling for the vestibular community far-and-wide to come together and amplify a collective rally cry for public support. The goal is to make "vestibular" a household name, so patients can be more rapidly diagnosed, effectively treated, and gain the empathetic care they need from friends, family, and co-workers. And by working together, we can advance the funding, research, and policymaking needed to positively impact the lives of thousands living life without balance.

Thank you for printing our letter and bringing light to this condition.

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