



Fundraising Guide



EDSUK

dazzlewalk.ehlers-danlos.org

This May, don your razzliest, dazziest zebra attire and join the EDS UK Dazzle Walk.

Walking has always been a popular past time, and never more so than now. Whether you choose to walk 5K, 50K, 5,000 or 50,000 steps, don your razzliest dazziest zebra attire, pick a distance that is right for you and get walking. Dazzle Walk is an inclusive event – whether you'd like to walk it, wheel it or use other aids – we encourage you to get involved however you can.



Top tips for a successful Dazzle Walk

Top tip 1

Create a JustGiving Page for people to make donations – it's one of the easiest ways to raise money and JustGiving also collect Gift Aid on our behalf. Personalising your page with a story and photographs really encourages people to get behind you and support your fundraising efforts.

Simply head to the EDS UK Dazzle Walk JustGiving campaign page and click the orange 'Start Fundraising' button. You will be guided through setting up your fundraising page, which will automatically sync with the fundraising totaliser to help us reach our target.



Top tip 2

If you are working, ask your employer about matched funding. Many have charity policies in place and may be able to match a percentage of what you raise or make a donation.

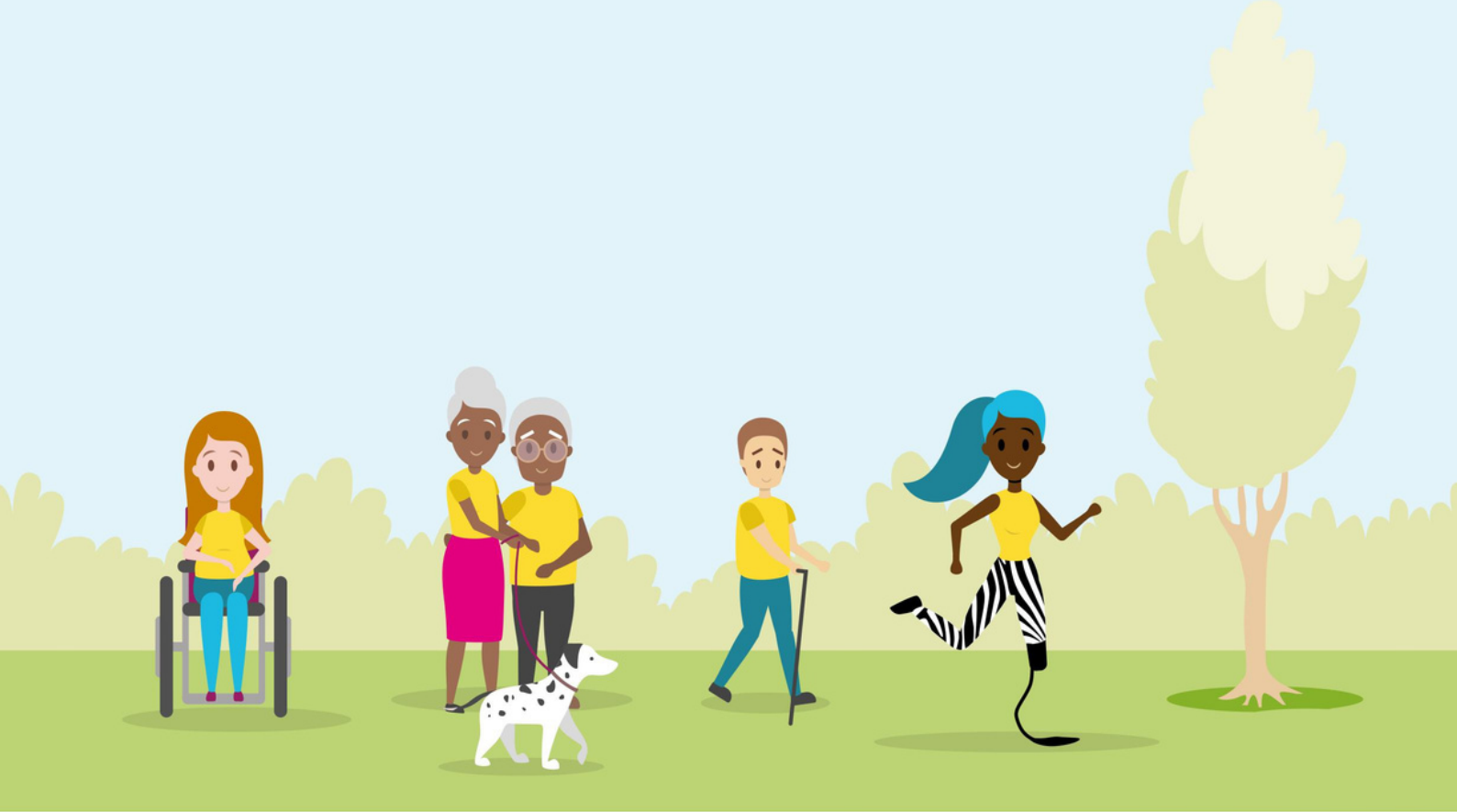
Top tip 3

Ask your family and friends to get involved. It's so much fun to have a walking buddy – and between you you'll raise even more money for people affected by EDS and HSD.

Every person that takes part in Dazzle Walk and raises at least £50 will receive an exclusive medal to congratulate them on their achievement and thank them for taking part. Wear it with pride!



If you have any questions or need support preparing for your Dazzle Walk, please contact the EDS UK fundraising team: fundraising@ehlers-danlos.org



Top tip 4

Download and use the exclusive Dazzle Walk mask – designed to give your walk some added sparkle.



Top tip 5

Use our press release guidelines to submit a press release to your local newspaper. Local news loves a human-interest story and it's a fantastic way to increase awareness of EDS, HSD and EDS UK.

The more awareness we raise, the closer we will get to reducing the time to diagnosis, limiting the number of times people have to explain their (often invisible) condition to others and increasing the support available for people with EDS and HSD. Plus, it might just generate some more donations to your fundraising page!

Top tip 6

Use social media to share photos or videos of your Dazzle Walk. Include a link to your JustGiving page and tag your friends using the official hashtag #EDSUKDazzleWalk.

Following your Dazzle Walk we would love to receive any photographs that we can share on social media and in the summer edition of our members magazine 'Fragile Links'.



If you have any questions or need support preparing for your Dazzle Walk, please contact the EDS UK fundraising team: fundraising@ehlers-danlos.org

Press Release Guidelines

Please use the guidelines below to write your press release and maximise the chance of it being used.

We suggest keeping it concise (no more than one side of A4). You may use the downloadable press release template – please note the sections about the Ehlers-Danlos syndromes (EDS), Ehlers-Danlos Support UK (EDS UK) and the Dazzle Walk are fixed and should not be altered.



What are you doing?

Outline the details of your Dazzle Walk. What distance are you walking? Over what period of time? Is anyone walking with you? If there is a reason you have chosen this particular route, say what it is.

Why are you doing it?

Give the reasons why EDS UK is important to you. Do you or someone you know have EDS? How has EDS UK supported you or them?

How much are you hoping to raise?

Say what your fundraising target is and provide a link to your online fundraising page. Be sure to personalise the page with your story and photographs to encourage people to support your efforts.

Make it personal!

Include a quote that can be used in the article about why EDS UK is important to you. If you can, include a photograph or two of you sporting your zebra attire.

Timing

Allow at least two weeks before your Dazzle Walk to contact local media and give them enough time to include your story.

Once you have submitted the press release follow up with a call to check that it has been received and to ask if they would like any more information. Remember to include your contact details at the bottom of the press release so that it is easy for the media outlet to get in contact with you.

And finally

Please share a copy of your press release with us. We would love to see what you have sent to local media and it will also mean we are prepared should they contact us directly.

Press releases should be emailed to fundraising@ehlers-danlos.org



dazzlewalk.ehlers-danlos.org