



The purpose of INTERNATIONAL ANGELMAN DAY is to:

1. Raise awareness worldwide of the condition
2. Mobilise people to action and encourage fundraising for the individual organisation in their country
3. Promote research and educational resources in the organisation's own country
4. Remember those people with Angelman Syndrome who are no longer with us



IAD 2023

2013 - 2023



Celebrating 10 years of raising global awareness & support for Angelman syndrome!

TOOLKIT FOR AS ORGANISATIONS

HOW TO GET INVOLVED

International Angelman Day is a global community-led annual event. Please join in and help to inspire families around the world to be part of the action on International Angelman Day.

AS organisations in each country know best how to promote this special day among your own families and database of supporters. All nationalities around the world have their own cultural modes of expression, so campaigns will vary in each country depending on the season, geographic location, and local traditions.

Organisations are encouraged to create and manage your own Angelman syndrome awareness campaigns, and to promote IAD2023 to your database of families and wider contacts. For a more detailed blog on how to run a successful awareness campaign, see here:

<https://www.onecause.com/blog/awareness-campaigns/>

Everyone - including individuals, families, caregivers, healthcare professionals, researchers, clinicians, policymakers, industry representatives and the general public - can participate in raising awareness & support for this rare condition.

You are invited to use the following ideas and samples of promotional material for the 2023 global awareness campaign.

Social media platforms

1. In all your social media posts, please keep the focus on the IAD mission - but *always* provide a direct link to the **IAD website**, www.angelmanday.info and/or to your *own organisation's website/IAD page*. Actively encourage readers to click through to learn more.

PS: Set up your own IAD page on your organisation's website so that families can easily find info about your country's current IAD campaign.

2. The **IAD Global Logo Poster** (coming soon) can be shared widely to show our global, unified, and growing AS community.
3. Use **Canva** for a free and easy poster design programme: <https://www.canva.com/>

You may adapt these designs, translate the text, and add your own organisation's logo/website (see image samples below) - *but please do not change, cover, or distort the IAD logo*.

- **Sample of an INSTA post:**
NB: You can replace the TAN org logo (at the bottom) with your own organisation's logo.

Canva link:

https://www.canva.com/design/DAFXCAMqTCM/2JMa9Biyw2Y7BMravnsVw/edit?utm_content=DAFXCAMqTCM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



- **FB post sample**

Canva Link:

https://www.canva.com/design/DAFXIqK30Cc/Ohc71ToP-OdaxjAPkc4Fgg/edit?utm_content=DAFXIqK30Cc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



- **FB Banner sample**



Canva Link:

https://www.canva.com/design/DAFXI5WTLTs/rbZ4w7-ocYiRofqkvRR07A/edit?utm_content=DAFXI5WTLTs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

4. Hashtags:

To make it easier for everyone to find images that we can all share and promote, please use the following hashtags:

#IADFEB15
#AngelmanDay2023
#AngelmanSyndrome

NB: Social Media IMAGES

Please be aware of *cyber-safety and privacy laws* in your country. Avoid using images of people together with their names and ages, as that could identify individual children/persons with AS, and could be misused. Always get permission first before using an image of a child/person with AS.

5. Call to Action - FB Profile Frame

Unfortunately, it appears that these *are no longer available* under Meta. Instead, you could design your own profile pic Graphic and ask families to use that as their Profile pic for February.

IAD CAMPAIGN TIPS

1. Create an IAD CAMPAIGN DONATION page on your website

Use IAD as an opportunity *to raise funds for your organisation*. At a minimum, create a centralized campaign page on your website that includes donation tools and plenty of information about IAD and your specific mission and impact.

2. Engage ambassadors to reach and raise more

Ambassadors are invaluable partners for adding a new level of energy and enthusiasm to your campaign. Well-known celebrities/sports stars/influencers from your own country, are great candidates for growing your reach and visibility.

3. Secure campaign supporters

Think local. What local businesses, restaurants, TV stations, and radio hosts can you contact in your town/city/country?

Well-known brands/franchises/personalities can make highly effective awareness partners.

4. Distribute resources about AS and/or information about your organisation

Use this day/your event as an opportunity to EDUCATE – share resources with universities, medical establishments, professionals involved with AS, and the general public.

Share your organisation's own AS resources. Encourage your AS families to put up posters and distribute info packs, flyers, and brochures.

And final, Light it up in BLUE!

We have seen incredible photo of local landmarks - buildings, bridges or natural landmarks - all around the world, lit up in BLUE for International Angelman Day. *This always generates a lot of media interest, which also raises more awareness for Angelman syndrome.*

- By lighting up landmarks around the world, we are also showing our solidarity as a global community. Collectively, we aim to change and improve the lives of all those who live with Angelman syndrome.
- PLEASE share photos and videos on social media and use these hashtags so we can all find the images and share them on our own social media platforms:
#IADFEB15
#AngelmanDay2023
#AngelmanSyndrome



Good luck, be creative, and most of all, enjoy IAD 2023!!!

NB: In the lead-up to IAD2023, *more information and updates on educational videos and an online event*, will become available on the IAD website here:

<https://www.angelmanday.info/about-1>)