



IAD 2022



TOOLKIT FOR AS ORGANISATIONS

HOW TO GET INVOLVED

International Angelman Day is a community-led annual event. Be part of the action on International Angelman Day!

Angelman Syndrome support-organisations in each country know best how to inspire and promote IAD among your own AS families and database of supporters. Campaigns will vary in each country depending on the season, geographic location, and cultural traditions.

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



All AS organisations are encouraged to run your own AS awareness campaigns and to promote IAD to your database of AS families and wider contacts. You are invited to use the following tips and promotional material for our 2022 global awareness campaign.

For a more detailed blog on how to run a successful awareness campaign, see here:

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

Social media platforms

- Use **Canva** for a free and easy poster design programme: <https://www.canva.com/>
- In all your posts, 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.
- When posting on social media, use the **hashtags**: **#IADFEB15 #AngelmanDay2022**
- The **IAD Global Logo Poster** can be shared to show our unified, international AS community.
- You may adapt these designs, translate the text, and add your own organisation's logo and website (see image samples below) - but please do not cover or distort the IAD logo.

1. FB Banner

Use can download this FB banner for your FB page. You can also add your organisation's own LOGO and WEBSITE to the bottom right corner as shown below:



2. FB Profile Frame

- Check if your AS organisation has already made a custom version Profile Frame that shows both the IAD logo and your own logo.
- To make a new FB profile frame for your AS organisation, see here - <https://www.facebook.com/gpa/blog/using-facebook-profile-frames-to-inspire-action>

- Or use this Profile Frame: Go to <https://www.facebook.com/profilepicframes>
Then 'search': **IAD (BLUE) Walter van Eeuwijk.**
- Encourage all your AS families to use these IAD Profile Frames **for the month of February.**



3. Social Media IMAGES

Share your images across all the different social media platforms that your organisation uses.

NB: Please be aware of cyber-safety and privacy laws in your country. Avoid using images with names and ages that could be used to identify individual children/persons with AS. Always have permission if you use an image of a child/person with AS.

Sample of an INSTA post: you can replace the small logo and website (bottom right) with your organisation's info.



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. Light up in BLUE

- Organisations and families around the world have successfully approached local authorities to request that local landmarks, eg. buildings, bridges or natural landmarks, be lit up in BLUE for International Angelman Day. This generates media interest, which always 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.
- After buildings and landmarks are lit up in BLUE, participants are encouraged to share photos and videos on social media. Please use the hashtags **#IADFEB15** and **#AngelmanDay2022** so efforts can be highlighted and shared on our IAD FB page and website.

5. 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.