

Outreach/Awareness: Make Your Disease Understandable

Nobody likes confusing jargon or big blocks of text. The simpler you can make information about the disease, the more you can bring in advocates to be a part of curing it. Whatever you put out there, write it as if you were diagnosed the day before or learned about it this morning and now are searching the web reading about the disease. Your supporters are smart, but people don't want to read content that doesn't speak to them. Not sure how to write bold and clear language? Use this helpful tool to frame your messaging.

1. Start with compelling facts

If you were to describe the disease in three simple facts, what would they be?

1.
2.
3.

2. If you didn't cover it in your three facts, answer the questions below:

Who does it impact?

How many people does it impact?

What are the main symptoms and how serious is the diagnosis?

Now, put it all together in one, simple paragraph that will allow all of your users to understand what it is they are aiming to cure:

Test it out. Send it to your loved ones, friends, family, and their kids. See if they all read your paragraph and can understand what the disease is. Ask them what they got out of it.

3. Go one step further

Bring your community along a journey of hope. Many times, diseases can be difficult to talk about and are really hard areas of an individual's life. Be authentic, truthful and ensure that you are a voice of progress and hope.

Here's how you can start doing that:

What is the current state of treatments, research, and/or access to treatments/care (in simple terms)?

If you accomplish what you set out to, what will change in two years?

What can someone who just learned about what you do help accelerate your goal?

Compile this all into various social media posts. This is part of your story, where you are going, and how people can join your efforts!