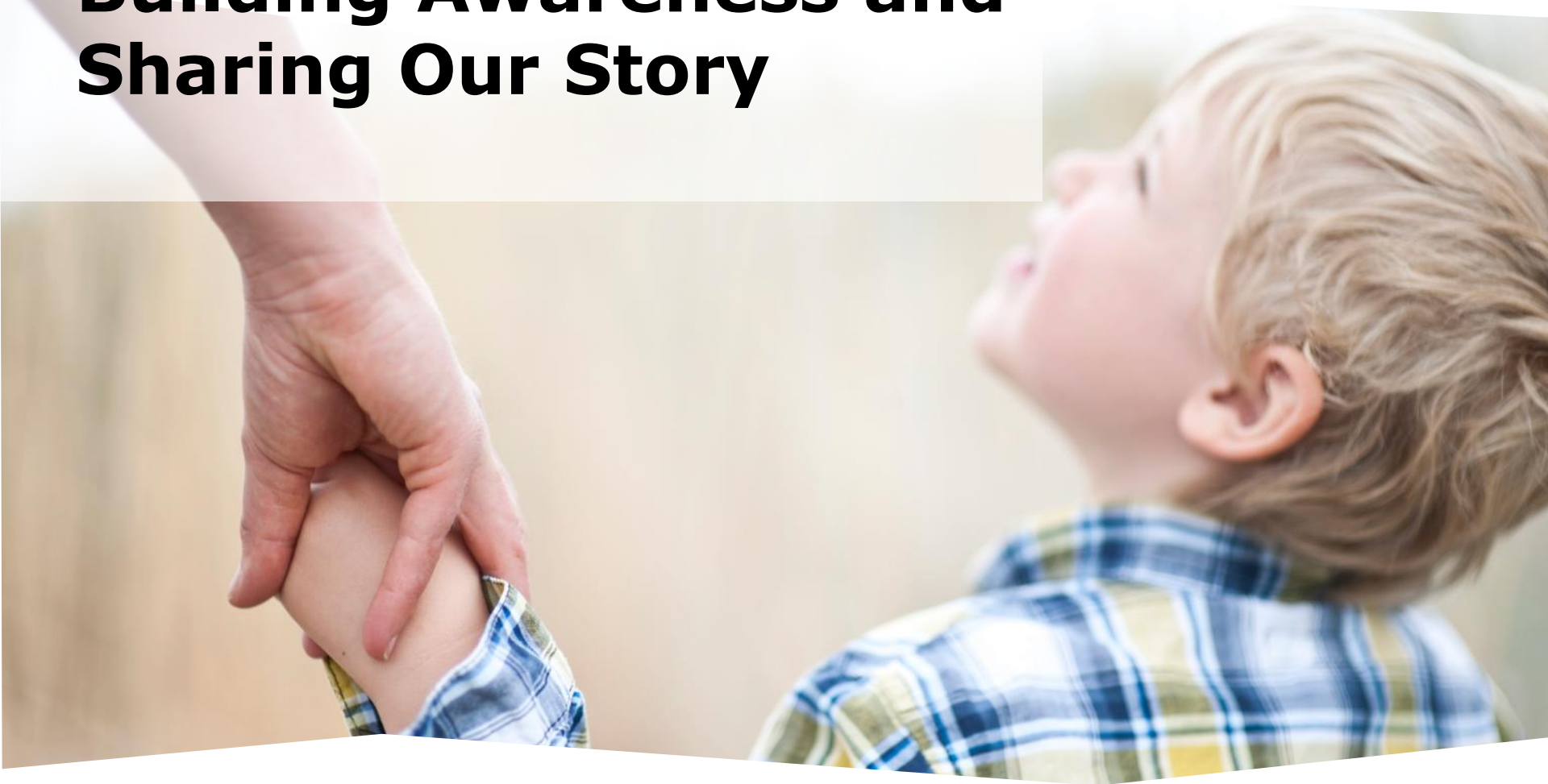


# Building Awareness and Sharing Our Story



**CROHN'S  
& COLITIS**

Make it stop. For life.



**LA MALADIE DE  
CROHN ET  
LA COLITE**

Mettez-y fin. Pour la vie.

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# Focus of Today's Session

- A. Reaching out to build a stronger Crohn's and Colitis Canada community
- B. Make it stop** in Crohn's and Colitis Awareness Month!
- C. Sharing Our Story

# REACHING OUT TO BUILD OUR COMMUNITY



"Shouldn't we be doing this online?"

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# REACHING OUT TO BUILD OUR COMMUNITY



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# WE ARE BUILDING OUR COMMUNITY

Donors  
&  
Gutsy  
Walkers

Patient  
Programs  
&  
Education

Connect  
to GIs &  
HCPs

Media  
Relations

Digital &  
Social  
Media

Local  
Outreach

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# REACHING OUT TO BUILD OUR COMMUNITY

## TABLE DISCUSSION: LOCAL OUTREACH

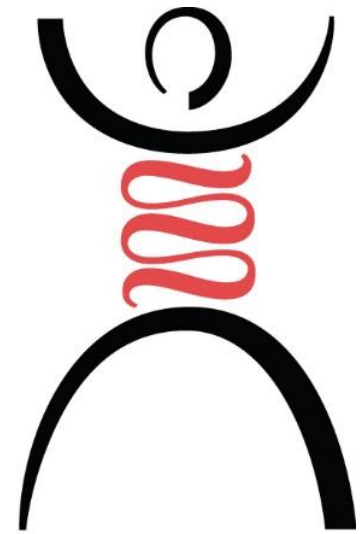
What are your ideas to expand OUR reach of people affected by Crohn's and colitis at the local level?

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# CROHN'S & COLITIS

Make it stop. For life.



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# Let's make it stop in Awareness Month!

## PAIN ISN'T THE ONLY THING KIDS WITH CROHN'S FEEL.

Kids living with Crohn's disease or ulcerative colitis often face stigma and shame as they cope with painful, urgent and more frequent bowel movements. **It's time to make it stop.**



**CROHN'S & COLITIS**  
Make it stop. For life.



[crohnsandcolitis.co](http://crohnsandcolitis.co)

## ULCERATIVE COLITIS STRIKES PEOPLE IN THEIR 20S. HARD.

Dealing with the unrelenting pain of ulcerative colitis when you're in your 20s and facing life's other challenges can be especially hard. **It's time to make it stop.**



**CROHN'S & COLITIS**  
Make it stop. For life.



[crohnsandcolitis.co](http://crohnsandcolitis.co)

## ALMOST HALF OF PEOPLE WITH CROHN'S WILL REQUIRE SURGERY.

After years of excruciating abdominal pain and chronic diarrhea, many people with Crohn's disease will require intestinal surgery. **It's time to make it stop.**



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[crohnsandcolitis.co](http://crohnsandcolitis.co)

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# Let's make it stop in Awareness Month!

French

**LES ENFANTS ATTEINTS DE LA MALADIE DE CROHN NE RESSENTENT PAS QUE DE LA DOULEUR PHYSIQUE.**

Les enfants atteints de la maladie de Crohn sont souvent confrontés à la stigmatisation et à la honte, surtout à cause de l'urgence de leurs fréquentes **Mallory & Ho**.



**LA MALADIE DE CROHN**  
Mallory & Ho

**LA COLITE ULCÉREUSE FRAPPE DES JEUNES DANS LA VINGTAINNE. STRESSANT.**

Après avoir à l'origine souffert de la colite, certains jeunes souffrent de la maladie de Crohn, surtout à cause de l'urgence de leurs fréquentes **Mallory & Ho**.



**LA MALADIE DE CROHN**  
Mallory & Ho

**PRÈS DE LA MOITIÉ DES PATIENTS ATTEINTS DE LA MALADIE DE CROHN DOIVENT ÊTRE OPÉRÉS.**

Après des années de douleurs chroniques, de nombreuses personnes atteintes de la maladie de Crohn doivent subir une intervention chirurgicale. **Mallory & Ho**.



**LA MALADIE DE CROHN**  
Mallory & Ho

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# Let's make it stop in Awareness Month!

**SPREAD  
THE WORD**

**RAISE  
FUNDS**

**DONATE**

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# 4 EASY WAYS TO GO BIG IN AWARENESS MONTH

1. REACH OUT TO LOCAL MEDIA FOR PSA PLACEMENT
2. BE A LOCAL MEDIA SPOKESPERSON – PITCH &/or DO INTERVIEWS
3. BE A SOCIAL MEDIA ACTIVIST
4. RAISE FUNDS

**DO ONE – OR DO THEM ALL!**

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# #1 – REACH OUT TO LOCAL MEDIA FOR PSA PLACEMENT

## TRAINING WEBINAR:

- Thursday, October 29 @ 7pm EDT

## RESOURCES:

- Key messages
- Pitch script
- Media list
- Tips and secrets of the trade!



**PSAs delivered this week to all outlets!**

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# #2 – BE A MEDIA SPOKESPERSON

## TRAINING WEBINAR:

- Thursday, October 29 @ 7pm EDT

## RESOURCES:

- Key messages
- Pitch script
- Spokesperson training
- Fact sheets
- Questions for interviewers



**Make a connection with others!**

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# #3 – BE A SOCIAL MEDIA ACTIVIST

## RESOURCES:

- Twibbons and banners to be shared
  - Eblast to be sent this week
  - *Talk About Guts* e-newsletter  
Nov 2 for all
- Watch all our channels  
through November!



**MAKE IT VIRAL!**

Share on Facebook / Re-Tweet on Twitter

Share your spokesperson's story!

Call for other stories on your pages

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# Let's make it stop in Awareness Month!

## Twibbon

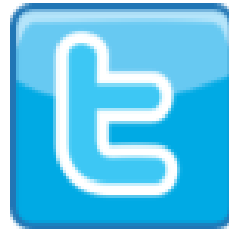


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# Let's make it stop in Awareness Month!

## Banners



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# #4 – RAISE FUNDS

- If you have a chapter event planned, make the most of it!
- Raise funds workplace or school – or encourage others to do so!
- Create a personal fundraising page

## RESOURCES:

- Online tip sheet with easy fundraising ideas
- Stickers
- Personal Fundraising Pages for you to run with / personalize in minutes!



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# RAISE FUNDS!

**CROHN'S  
& COLITIS**

Make it stop. For life.



**Our Promise:** To cure Crohn's disease and ulcerative colitis and improve the lives of children and adults affected by these chronic diseases.

[Home](#) [Create a Personal Page](#) [Donate Now](#) [Search](#) [Contact Us](#) [Login](#)

## AnyCorp. Fundraising page



**DONATE NOW**

### MY GOAL

Goal	\$2,000.00 CAD
Achieved	\$0.00 CAD



## Let's Make it Stop. during Crohn's and Colitis Awareness Month

Here at AnyCorp, we want to show our dedication to the community and our employees. We are aware that Crohn's and Colitis touches many of our employees so we've decided to raise money in support of Crohn's and Colitis Canada.

We will be matching every dollar that comes in through these pages and hope that we will double the goal of \$2,000!

[Like](#) [Share](#) Sign Up to see what your friends like.

**DONATE NOW**

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# DISCUSSION: YOUR IDEAS!

HOW CAN YOU MAKE THE MOST OF CROHN'S  
& COLITIS AWARENESS MONTH IN YOUR  
COMMUNITY??

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# GET GUTSY FOR AWARENESS MONTH

## \* \* CONTEST \* \*

- Community volunteer team that does the most to make it stop in awareness month
- Judging based on success in spreading the word, raising funds, and creativity/innovation

**WINS A GUTSY GUY COSTUME!!!!**

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# SHARING OUR STORY

**WHAT WE DO**

**WHY IT MATTERS**

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## BE CONSISTENT in words & looks



# SHARING OUR STORY

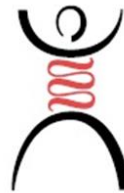
CROHN'S AND COLITIS CANADA  
**CAMP  
GOT2GO**  
FOR KIDS WITH CROHN'S AND COLITIS  
SUPPORTED BY JANSSEN INC.



## JOIN US

At An Education Event Near You!

**GUTSY WALK**  
**FOR CROHN'S AND COLITIS**  
CROHN'S AND COLITIS CANADA



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# SHARING OUR STORY

## WHY IT MATTERS

### The Importance of Personal Stories

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# SHARING OUR STORY

**CROHN'S  
& COLITIS**  
Make it stop. For life.



*Your impact*

"Before Camp Got2Go, I had never met anyone else my age with Crohn's. It was a place where everyone understood me and it made me less afraid."

Seraphina, 13  
Camp Got2Go camper



**CAMP  
GOT2GO**  
WHERE WE MEET

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# SHARING OUR STORY

## 3 Tips for sharing your story with Crohn's or colitis

1. Tell highlights of your journey (ex. diagnosis, family impact, where you are now)
2. What was/is your biggest challenge?
3. What are your sources of help & hope? Weave in Crohn's and Colitis Canada

**TIP: Use make it stop. For life. language**

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## C. SHARING OUR STORY – SHARING YOUR STORY

### **Know your audience!**

- IQ vs. EQ - Know the right balance
- Know your facts & Share the emotive story

### **IDEAS:**

- Local patient stories – tent cards / posters
- Researcher stories
- National program stories – Camp Got2Go video

**I'VE LEARNED THAT  
PEOPLE WILL FORGET  
WHAT YOU SAID  
PEOPLE WILL FORGET  
WHAT YOU DID  
BUT PEOPLE WILL  
NEVER FORGET  
HOW YOU MADE THEM FEEL**

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# DISCUSSION

**WHAT ARE THE MOST POWERFUL STORIES THAT  
CROHN'S AND COLITIS CANADA HAS TO TELL?**

**WHAT DO WE NEED TO MAKE MORE NOISE ABOUT  
TO BUILD OUR BRAND?**

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# Questions?

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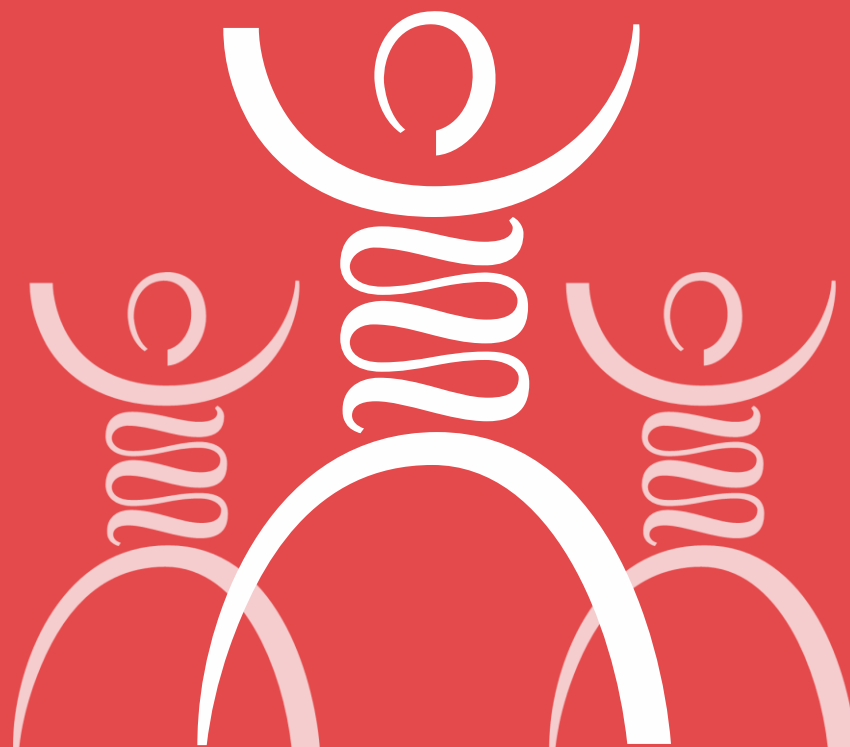


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