



Duchenne  
UK



Duchenne Dash Communications Pack

**Helping you promote  
your Dash AT HOME**





# THANK YOU FOR SIGNING UP FOR THE DASH AT HOME 2024

The Dash AT HOME raises valuable funds and crucial awareness that helps us take important steps towards ending Duchenne muscular dystrophy.

We are so grateful to you for taking on this challenge and want to help you fundraise as much as you can.

**We can support you in promoting your fundraising in three ways:**



**On social media**



**In the media**

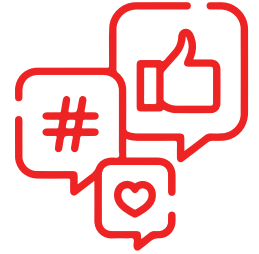


**To your community**





# PROMOTING YOUR DASH AT HOME ON SOCIAL MEDIA



Social media is an easy and effective way of letting people know that you are taking part in the Dash AT HOME and asking for their support.

Our top tips for promoting your fundraising on social media are:



## 1. Tell people what it's about

Many people don't know about Duchenne muscular dystrophy. So, it's important to explain what it is and why you are fundraising to help end it.



## 2. Let them know what you are doing

Tell them about the Dash AT HOME. They will be impressed!



## 3. Ask for a donation

Once they know what you are doing and what it's for, ask for a donation. Don't forget to share the link to your fundraising page. Don't forget to share the link to your fundraising page. (You can create a page at **JustGiving.com** and then link it to the page for the Dash - [justgiving.com/campaign/duchennedash2024](https://www.justgiving.com/campaign/duchennedash2024))



## 4. Share your journey

Share updates. It's a great way to build excitement and support!



## 5. Make it visual

Share pictures and we have a range of graphics to share that you can download here download at:

[duchenneuk.org/duchenne-dash-graphics-for-social-media](https://duchenneuk.org/duchenne-dash-graphics-for-social-media)

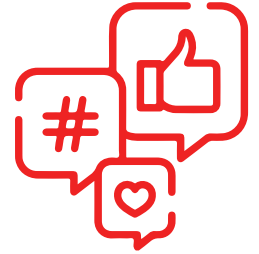


## 6. Let us know

Connect with us and the community by tagging our accounts and using the hashtags **#DuchenneDash** **#EndDuchenne** and **#DuchenneArmy**.



# PROMOTING YOUR DASH AT HOME ON SOCIAL MEDIA



Here is some text that you could share.



I'm doing the #DuchenneDash by cycling 300kms in 6 weeks!

I am doing it to help #EndDuchenne.

Duchenne muscular dystrophy is the most common and severe form of muscular dystrophy for which there is no cure.

Duchenne UK is working to change that, so please sponsor me and help to fund life-changing research at [\[insert the link to your JustGiving page here\]](#) #DuchenneArmy

Duchenne UK is a charity that's undertaking ground-breaking work to find new and better treatments, improve care, and develop innovative technologies to help people with Duchenne muscular dystrophy.

I'm doing the #DuchenneDash and cycling 300kms in 6 weeks to support their work.

Can you help by sponsoring me? You can make a donation here [\[insert the link to your JustGiving page here\]](#) #DuchenneArmy

I'm challenging myself to cycle 300kms in 6 weeks to raise money for Duchenne UK, an ambitious charity that's fighting to bring an end to Duchenne muscular dystrophy.

Duchenne muscular dystrophy is a devastating muscle-wasting disease that is diagnosed in childhood – usually between the ages of three and six.

It causes muscle weakness and wasting. It eventually affects all the muscles in the body, including the heart and lungs.

Please support my #DuchenneDash and help #EndDuchenne by donating at [\[insert the link to your JustGiving page here\]](#) #DuchenneArmy

Duchenne muscular dystrophy is associated with a heart condition called cardiomyopathy. This is a form of heart disease that weakens the cardiac muscle, preventing the heart from pumping blood efficiently.

There is a lack of treatment for this condition for Duchenne muscular dystrophy patients.

Duchenne UK is supporting research to treat cardiomyopathy, but the charity needs money to continue doing this vital work.

I'm doing the #DuchenneDash by cycling 300kms in 6 weeks to support Duchenne UK's work. Can you help by donating at [\[insert the link to your JustGiving page here\]](#)?



Duchenne  
UK



I'm cycling 300kms in 6 weeks to #EndDuchenne, the most severe form of muscular dystrophy for which there is no cure.

@DuchenneUK is working to change that, so please sponsor my #DuchenneDash and help to fund life-changing research at [insert the link to your JustGiving page here]

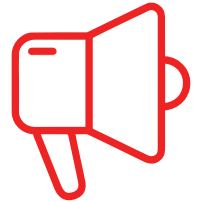
The charity @DuchenneUK is undertaking ground-breaking work to help people with Duchenne muscular dystrophy. I'm doing the #DuchenneDash and cycling 300kms in 6 weeks to support them. Can you help by sponsoring me here [insert the link to your JustGiving page here]?

I'm cycling from London to Paris to raise money for @DuchenneUK, a charity fighting to #EndDuchenne - a devastating muscle-wasting disease that's diagnosed in childhood. Please support their work and my #DuchenneDash by donating at [insert the link to your JustGiving page here]

Duchenne muscular dystrophy is associated with cardiomyopathy, and @DuchenneUK is supporting research into treatments for it. I'm doing cycling 300kms in 6 weeks to support their work. Can you help? [insert the link to your JustGiving page here]? #DuchenneDash



# PROMOTING YOUR DASH AT HOME IN THE MEDIA



Media coverage such as a few lines in your local or industry media, an appeal on your local radio station or a picture of you cycling, can really help.

If they publicise your fundraising page address, it will be really easy for readers and listeners to support you.

We can help by working with you on this. We can draft a press release for you to approve and we'll send it to the media that you decide. We can also liaise between you and the media and manage any requests they have.

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# PROMOTING YOUR DASH AT HOME IN YOUR COMMUNITY



Whether it's the community where you live, an activity group or the organisation you work in, the people around you are often the most likely to support your fundraising.

- We can give you articles about our work to share in newsletters, ebulletins, websites and intranets.
- We can give you posters about the Dash AT HOME to put up on walls.
- We can also tailor the communications if you have a particular focus, from someone with Duchenne muscular dystrophy that you are doing the challenge for to a particular aspect of our work that you want to highlight.
- We can also tailor it to the focus of this year's Dash, cardiac health for Duchenne muscular dystrophy patients. We chose it because Duchenne muscular dystrophy is associated with a heart condition called cardiomyopathy. There is a lack of treatment for this condition for Duchenne muscular dystrophy patients and care is often disjointed. To address this, we are supporting research to treat cardiomyopathy and we have a programme working to join up cardiac care with other aspects of Duchenne muscular dystrophy care.

## Get in touch with our Communications Team and we can help you promote your fundraising

However as little or much support you'd like with promoting your fundraising, we're here to help.

We can work together in the way you like to help you achieve your fundraising goals.

Email us at [comms@duchenneuk.org](mailto:comms@duchenneuk.org) if you would like to know more and work with us on it.



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[duchenneuk.org](http://duchenneuk.org)



Duchenne UK, Unit G20, Shepherd's Building, Charecroft Way, Hammersmith, W14 0EE  
Registered Charity No. 1147094  
A non profit company limited by guarantee  
Registered in England No. 8030768

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**DASH**  
AT HOME



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