



Duchenne  
UK



Duchenne Dash Communications Pack

# Helping you promote your Dash





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# THANK YOU FOR SIGNING UP FOR THE DUCHENNE DASH 2024

This is a key event in the year for our community.

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

Without it, we wouldn't have been able to achieve all we have since we launched in 2012.

## What the Duchenne Dash has enabled us to do

Because of Dashers like you, we have been able to:



**Fund clinical trials** of medicines that are now showing promise for Duchenne muscular dystrophy.



Set up **DMD Care UK**, a national programme that is establishing best practice across all the disciplines involved in Duchenne muscular dystrophy care, and works to ensure all medical professionals and parents know exactly what treatment children and adults with Duchenne muscular dystrophy need.



Create a **DMD medical research hub** with hospital sites across the country, which has led to more trials for Duchenne muscular dystrophy treatments than ever before.



Develop innovative technologies, the **SMART Suit** and **Dream Chair**, to support the independence of people with Duchenne muscular dystrophy.



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# HELPING US TAKE THE NEXT BIG STEP

We are so grateful to you for helping us take our next big step in ending Duchenne muscular dystrophy by taking on this amazing challenge.

We want to help you fundraise as much as you can, and here is how we can support you in promoting your epic cycle and fundraising.

This pack has information about promoting it:



**On social media**



**In the media**



**To your community**

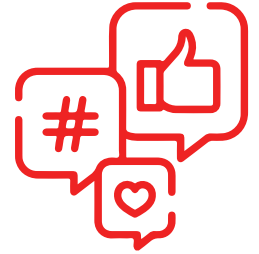




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# PROMOTING YOUR DASH ON SOCIAL MEDIA



Social media is an easy and effective way of letting people know that you are taking part in the Duchenne Dash 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. They will be impressed, and many will even be surprised!



## 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. (You can create a page at [JustGiving.com](https://www.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

From your training to your actual Dash, share updates. It's a great way to build excitement and support!



## 5. Make it visual

Share pictures of your training and when you are on the Dash. We also have a range of graphics to share that you can download at: [duchenneuk.org/duchenne-dash-graphics-for-social-media](https://www.duchenneuk.org/duchenne-dash-graphics-for-social-media)



## 6. Let us know

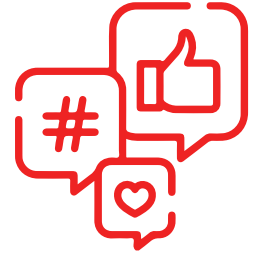
Connect with us and the community by tagging our accounts and using the hashtags **#DuchenneDash** **#EndDuchenne** and **#DuchenneArmy**.



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# PROMOTING YOUR DASH ON SOCIAL MEDIA



Here is some text that you could share



I'm doing the  
#DuchenneDash by  
cycling from London  
to Paris in 24 hours!

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  
from London to Paris in 24 hours 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





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I'm challenging myself to cycle from London to Paris in May 2024 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 from London to Paris in 24 hours to support Duchenne UK's work. Can you help by donating ?

**[insert the link to your JustGiving page here]**



I'm cycling from London to Paris in 24 hrs 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 from London to Paris in 24 hrs to support them. Can you help by sponsoring me? **[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]**

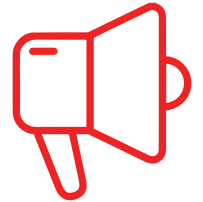
Duchenne muscular dystrophy is associated with cardiomyopathy, and @DuchenneUK is supporting research into treatments for it. I'm doing cycling from London to Paris in 24 hrs to support their work. Can you help? **[insert the link to your JustGiving page here]** #DuchenneDash



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# PROMOTING YOUR DASH 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 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 and the Duchenne Dash to share in newsletters, ebulletins, websites and intranets.
- We can give you posters about the Dash 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 Duchenne 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  
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A non profit company limited by guarantee  
Registered in England No. 8030768



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