

#HDFreeInTheCity Toolkit



Thank you for your interest in supporting HelpCureHD. Together, we will eradicate Huntington's disease one healthy baby at a time. Your advocacy will move mountains, spreading awareness in your city! The resources below will guide you in creating a successful campaign.

LET'S GO!

Calling all world-changers! Keep it simple and easy. This should be fun and meaningful! Every dollar counts: there is no donation that is too big or too small.

GETTING STARTED:

We welcome your creativity!

- First thing first is to set up your fundraising campaign! Feel free to get creative and design your page with your own #HDFreeInTheCity photos. You can choose to create an individual fundraiser, or you can gather your friends, family, or colleagues and create a team! [Setup](#)
- Once your campaign is set up, head to the registration form and order your selfie signs! A donation of \$100 is required and will include 3 selfie frames for your specific city. [Registration Form](#)
- Now is the fun part! Once you receive your selfie signs, you can hit the streets and spread awareness for Huntington's disease!

HelpCureHD

THE INSIDE SCOOP:

- The fundraiser organizer is responsible for covering all expenses related to the campaign and will not be reimbursed.
- Develop a plan:
 - Set a goal
 - Share with your network
 - Have the link to your campaign handy for people to easily donate or consider making a QR code

SOCIAL MEDIA 101:

- Check out our social media pages on Instagram and Facebook! Follow us and tag us in your selfie posts.
- Use the hashtags #helpcurehd #HDFreeInTheCity #HDFreeIn(your city)
- Use pictures and videos when promoting your fundraiser (these will get more engagement!)
- Use the stories function for greater social media engagement
- Keep posts short - 250 characters or less are recommended for the highest engagement
- Link directly to your personal fundraising page in every post
- Respond quickly to comments and encourage supporters to reshare your posts
- Be YOU – authenticity is key
- Say thank you! When your friends donate, thank them and tag them
- Share a recap post-event (with pictures and video)



QUESTIONS?

Email give@helpcurehd.org. We are grateful for your support. You've got this!

THE FUTURE OF HUNTINGTON'S DISEASE



The Numbers:

- Average cost of PGT – IVF: \$15,000 - \$30,000+
- \$12,000 - \$14,000 per cycle of IVF
- \$1,800 - \$6,000 for PGT testing

- Each mother only needs one round of IVF

This number has the potential to change due to differing costs of IVF and PGT, as well as the fact that many individuals require more than one round of IVF to conceive successfully.

LETS DO THE MATH:

1 million dollars / \$20,000 = 50 families with HD eradicated

50 *2= 100 first generation children

100*2= 200 second generation children

200*2= 400 third-generation children

HCHD RESULTS:

With our rate thanks to relationships with fertility clinics and pharmacies:

1 million dollars / \$20,000 = 100 families with HD eradicated

100 *2= 200 first-generation children

200*2= 400 second-generation children

400*2= 800 third-generation children

Conclusion:

\$1,000,000

through HCHD / \$20,000 = 100 families with HD eradicated. On average, that would spawn:

200

GRANDCHILDREN

400

GREAT GRANDCHILDREN

800

GREAT-GREAT GRANDCHILDREN

FREE FROM HUNTINGTON'S DISEASE