

Williams Syndrome Awareness

Activity and Event Ideas



williamssyndrome
AWARENESS

The WSA volunteers/families host walks across the country during the month of May, which raises funds for programming, research and scholarships. All events benefitting the WSA will be promoted via mail, email and internet (website and social media outlets).

Many regions have established walks and as they are finalized, will be listed here: <https://williams-syndrome.org/williams-syndrome-awareness-events>





In addition to walks, there are many more fundraisers and awareness efforts that can happen. Here are a few ideas.

First, **post your stories on social media.** Use the hashtags #Wsawareness and #Williamssyndrome so they are searchable. Share and like others' posts.

Fundraising Activities: Create an Online campaign

If you aren't attending a walk in your area but still want to create an online donation page like the walk teams have, we can help! Your page can feature your son or daughter and include a story and photos. Please contact us and we'll set it up in our system! A campaign page is a great fit for volunteers who don't have the time or geographic locale to organize an event, but are interested in raising money and generating awareness for Williams syndrome.

The screenshot shows a web browser displaying a team page for Williams Syndrome Awareness. The page features a header with the organization's logo and the tagline "Extraordinary Gifts ♥ Unique Challenges". Below the header is a photo of two young girls, Eden and Annie, holding signs. The team name "Team Eden & Annie" is prominently displayed, along with a quote: "We wouldn't change our girls for the world, but we'll change the world for our girls!". There is a "JOIN TEAM" button and a "WELCOME TO OUR TEAM!" message. The page also includes social media sharing options and a "Show all" button at the bottom right.

Team Page  Captain [Cynthia Cole](#) Share   


Team Eden & Annie

We wouldn't change our girls for the world, but we'll change the world for our girls!

STORY UPDATES 0

[JOIN TEAM](#)

Welcome to our team!

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Dine/Shop to Donate

Many restaurants offer “dine to donate” fundraisers for charity. You choose a date and invite your friends/contacts to eat at the restaurant that night. The restaurant then donates 10-20% of the evening’s proceeds to the WSA. It works for dinner, breakfast or lunch. In addition to chain restaurants, many coffee shops, bakeries, ice cream shops and local “mom and pop” restaurants will agree to do something similar. All you need to do is ask! “Five Guys, Burgers & Fries”, Buffalo Wild Wings, Mongolian Barbecue and Iron Hill Brewery are just a few examples of restaurants who held events to benefit the WSA.



Some retail chains such as Alex and Ani, and many in-home retailers such as Pampered Chef, Tupperware, and Tastefully Simple hold similar events. All you have to do is invite your friends and the salesperson will tell them all about the line of items. After a fun evening, you will all have some great new purchases and a portion of the proceeds will be donated back to the WSA.

Bake Sale

A bake sale is a great fit for anyone, including kids and teens! Whether you hold the sale in your driveway, work with your child’s school or host a bake sale at your church/gym/community center, it’s easy to plan. All you need is a few great bakers to contribute yummy items to sell and a few volunteers to man the table. After the sale, you can send one check for the total to the WSA.



Jean Day/Hat Day

Many offices and schools offer an opportunity for their employees/students to modify the dress code for a day. Offices often allow a Jeans Day and schools are known to support Hat Days.



Participants make a donation to the WSA for the privilege or wearing jeans to work or a funny hat all day in school. Work with your HR department or school staff and ask if they would like to help support the WSA and your son or daughter.



Sell WS Merchandise

The WSA has a full store of branded items, including our popular stickers, pop sockets, magnets and tattoos. This is a great (and easy) fundraiser, and more importantly, a great way to get people talking about Williams syndrome. You can place an order with the WSA (online or by phone) for the number of wristbands you plan to sell. You may then choose to sell them for more than the purchase price in order to raise money for the WSA. Simply send the proceeds to the Williams Syndrome Association after you (or your child/adult with Williams syndrome) completes the sale! Visit: williams-syndrome.org/catalog for products.



Awareness Activities

Would you prefer to simply spread the word about Williams syndrome? The list of ways to get involved in Awareness Month is endless! All you have to do is host an event or awareness initiative and then let us know after the fact how it went and/or mail a donation to the National Office!

Below are a few examples.

Contact City Council/Mayor/State Representatives

Work to get WS on your local government's mind. Ask a member of your state government (Representative, Senator, Governor or local Mayor) to issue a proclamation, declaring May as Williams Syndrome Awareness Month and recognizing the great work of local volunteers and the national Williams Syndrome Association. We'll provide you with an information packet to present to your government representatives in support of your request.



Awareness Displays



This idea is perfect for those with a knack for the creative! Displays can be set up in school showcases or on bulletin boards at local libraries, churches and/or community centers to help spread the word about Williams syndrome. You will want to approach centers as early in the year as possible to tell them about Williams Syndrome Awareness Month and reserve a time for your display. Display times during awareness month are preferable, but if that time frame is not available, any time leading up to May will be fine. Awareness is perfect for ANY time of year! Displays often contain the following: photos of local individuals with Williams syndrome who folks may recognize; local events,

general information about Williams syndrome and the WSA, illustrations or something 3D to demonstrate the WS deletion, WSA materials, etc. *The national office has resources to help you put together a great display. Don't hesitate to ask!*

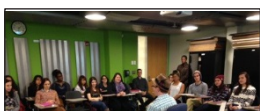
Spread Information:

Have these at the ready to hand to people who may not know what Williams syndrome is and start a conversation! Download and print [here](#)

Williams syndrome is a genetic condition present at birth, which can affect anyone. There are about 30,000 individuals living with Williams syndrome in the United States. Medical and developmental problems, including cardiovascular disease, developmental delays and learning disabilities, typically occur side-by-side with striking abilities which include advanced verbal skills, highly sociable personalities and a passion for music.

For more information: williams-syndrome.org

Presentations



Many parents and individuals with Williams syndrome take time during

awareness month to share their story and educate classes (or work colleagues) about Williams syndrome. Whether you prepare a comprehensive presentation or simply ask your child's teacher for a few moments to tell students about Williams syndrome, you'll be making a difference and raising awareness! The WSA will be happy to provide you with facts and figures for the more detailed presentations. We also have templates you can use for your presentation slides, complete with our branding colors! Email us: info@williams-syndrome.org

Making and selling items with the WSA Logo

Members and friends of the WSA are welcome to make items using our logo, though our WSA logo is copyrighted and we just ask for prior approval of usage before using to ensure it meets the guidelines. Here are some ideas of crafty members who have made lovely items to share/sell. Because buyers have an expectation that a portion will benefit the WSA, we ask that the amount donated is at least 5% of sale proceeds. Thank you! A couple of cool examples:



Mugs



Hair bows

We've seen rocks decorated with awareness images and hidden all over and many other cool initiatives. These are just a few of the many possibilities! Don't hesitate to get creative or to think beyond the ideas listed above. If you have questions or would like to discuss your ideas with us, don't hesitate to contact the WSA: info@williams-syndrome.org