



NUTCRACKER
SYNDROME
ASSOCIATION

Building Awareness. Creating Change.

Welcome ♥

TO THE
NUTCRACKER
BALLET AWARENESS
CAMPAIGN



THANK YOU FOR MAKING A DIFFERENCE!

Your voice has the power to create change. By reaching out to local Nutcracker performances, you're helping bring awareness to Nutcracker Syndrome and connecting our community with new opportunities for understanding, support, and hope. Inside this toolkit, you'll find everything you need to confidently start the conversation.



WHAT'S INSIDE YOUR TOOLKIT



CAMPAIGN
OVERVIEW



STEP-BY-STEP
INSTRUCTIONS



OUTREACH
SCRIPT



FAQS &
TIPS



RAFFLE & PRIZE
DETAILS



Big change begins with small actions.
Thank you for helping us make a
difference ♥



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CAMPAIGN

Overview



The Nutcracker Ballet Awareness Campaign brings together the magic of The Nutcracker Ballet and the mission of the Nutcracker Syndrome Association to raise awareness for Nutcracker Syndrome. Through local partnerships, meaningful conversations, and community involvement, we hope to shine a light on a condition that is often misunderstood and underdiagnosed.

AWARENESS. EDUCATION. COMMUNITY. HOPE.

Together we can make a difference



Our Goal

To partner with Nutcracker performances across the country to raise awareness, educate communities, and connect more people to the resources they need.



WHY WE CHOSE THE BALLET



A UNIQUE CONNECTION

December 18th marks both Nutcracker Syndrome Awareness Day and the anniversary of the first ever Nutcracker Ballet. This unique connection gives us an opportunity to raise awareness through a tradition loved by communities around the world.



LOCAL IMPACT

Local partnerships help spread awareness in meaningful ways and open the door to education, understanding, and support in communities everywhere.



POWER IN AWARENESS

Awareness creates opportunity for education, connection, advocacy, and hope. Together, we can help ensure that more people know the signs, stories, and realities of Nutcracker Syndrome.

WHAT WE'RE ASKING LOCAL ORGANIZATIONS TO DO

We're asking organizations to partner with us by including an NCSA graphic in their performance programs.
(The size of the graphic is their preference, the NCSA will provide multiple options to fit their needs)

In return, the Nutcracker Syndrome Association will actively promote and spotlight their ballet program or company to our community.

Small actions can lead to big change.

*"Like the Nutcracker,
this campaign is about
bringing something
beautiful to life."
And you are a part of it."*





STEP-BY-STEP *Guide*



1

REVIEW OUR CAMPAIGN TOOLKIT

Start by reviewing this packet so you understand the campaign, your outreach options, and how to submit proof of participation for the raffle.



2

FIND A NUTCRACKER BALLET PRODUCTION

Identify a ballet company, dance studio, performing arts center, community theater, or school producing The Nutcracker in your area.



3

REACH OUT

Use the email template, phone script, or in-person talking points provided in the toolkit to introduce the campaign and invite them to participate.



4

IF THEY ARE INTERESTED

If the organization is interested, gather the appropriate contact person's information. You'll be asked to submit it when you complete your Outreach Submission Form.



5

SUBMIT YOUR PARTICIPATION FORM

Complete the online form to let us know who you contacted, how you reached out, and the outcome.



6

UPLOAD YOUR PROOF

Upload a screenshot, call log, photo, business card, or other proof of your outreach (Examples for each method are included in the toolkit.)



7

YOU'RE ENTERED INTO THE RAFFLE!

Once your form and proof are submitted, you'll receive a raffle number and be entered into our Awareness Day raffle as a thank you for your support! Organizations do not need to agree to participate for you to be eligible, every outreach effort counts. The more organizations you contact and submit proof for, the more raffle entries you'll receive!



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OUTREACH

Options

CHOOSE THE OUTREACH METHOD THAT WORKS BEST FOR YOU.

There is no right or wrong way to participate in the Nutcracker Ballet Awareness Campaign. Whether you prefer email, phone calls, social media, or in-person conversations, every outreach effort helps raise awareness for Nutcracker Syndrome.

Our Goal

To make outreach simple, approachable, and effective for every volunteer, regardless of experience.

CHOOSE YOUR PATH



EMAIL OUTREACH

Perfect for written communication and if you want to include campaign materials directly.



PHONE OUTREACH

A great option for making a personal connection and speaking directly with staff.



IN-PERSON OUTREACH

Ideal if you have a local organization nearby and feel comfortable introducing the campaign face to face.



SOCIAL MEDIA OUTREACH

Many organizations actively monitor Facebook and Instagram messages.



A FEW TIPS BEFORE YOU BEGIN



Be friendly and professional.



Share your personal connection if you're comfortable.



Use the scripts in this toolkit as a guide.



If an organization is interested, gather their contact information and send it to

ballet.NCSA@gmail.com.



Remember: organizations do not need to say yes for your outreach to count. Every effort counts!



NUTCRACKER SYNDROME ASSOCIATION

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OUTREACH

Scripts ♥



YOU DON'T HAVE TO SAY IT PERFECTLY.

Use these scripts as a starting point. Feel free to personalize them with your own story and adjust the wording to fit your conversation!



EMAIL

Use this email template when reaching out to organizations:

Subject: Partner with Us for Nutcracker Syndrome Awareness Day!

Hello [Organization Name],

My name is [Your Name], and I'm a volunteer with the Nutcracker Syndrome Association (NCSA), a nonprofit dedicated to supporting individuals living with Nutcracker Syndrome.

This year marks the very first official Nutcracker Syndrome Awareness Day, celebrated on December 18th, a date chosen because it commemorates the anniversary of the very first performance of The Nutcracker ballet. Since our community shares the name "Nutcracker," we saw a unique opportunity to celebrate that connection while raising awareness for a rare and often misunderstood vascular condition.

We're inviting Nutcracker performances across the country to partner with us by including one of our awareness graphics in your performance program. The size and placement are entirely up to you, and we'll provide several professionally designed options to make participation simple. In return, the Nutcracker Syndrome Association will actively promote your Nutcracker performance to our community through our website and social media as part of our nationwide Awareness Day initiative.

We hope you'll consider joining us in making history by helping launch the very first Nutcracker Syndrome Awareness Day. Together, we can educate communities, spark meaningful conversations, and help more people discover the resources and support they deserve.

Thank you for your time and consideration. We'd love the opportunity to partner with you this holiday season!

Warmly,

[Your Name]

Volunteer

Nutcracker Syndrome Association

Remember ♥



Collect contact information from interested organizations.



Email the information to
ballet.NCSA@gmail.com.



NCSA will follow up and take it from there!



Submit your proof and you're entered into the raffle!



Every conversation has the power to create change.





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PHONE CALL

Use this phone call template when reaching out to organizations:

Introduction

Hello! My name is [Your Name], and I'm a volunteer with the Nutcracker Syndrome Association. I was wondering if I could ask you a quick question about your upcoming Nutcracker performance.

Campaign Overview

This year, we're launching the very first Nutcracker Syndrome Awareness Day on December 18th, which was chosen because it marks the anniversary of the very first performance of The Nutcracker ballet. Since we share the name "Nutcracker," we're inviting ballet companies and performing arts organizations to partner with us in raising awareness for Nutcracker Syndrome, a rare vascular condition.

We're hoping organizations would consider including one of our awareness graphics somewhere in their performance program. The size and placement are completely up to you, and we'll provide several professionally designed options to make it as easy as possible.

In return, the Nutcracker Syndrome Association will actively promote your Nutcracker performance through our website and social media as part of our nationwide Awareness Day campaign.

If They're Interested

That's wonderful! Could I please get the name and email address of the person who coordinates your performance programs or community partnerships? Our team will follow up directly with more information and all of the campaign materials.

Closing

Thank you so much for your time! We really appreciate your consideration, and we'd love the opportunity to partner with you this holiday season. Have a wonderful day!

Remember ♥



Collect contact
information from
interested
organizations.



Email the information
to
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NCSA will follow up
and take it
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IN-PERSON VISIT

Use this in-person template when reaching out to organizations:

Introduction

Hello! My name is [Your Name], and I'm a volunteer with the Nutcracker Syndrome Association. I was wondering if I could take just a minute of your time to tell you about a community awareness campaign we're launching this holiday season.

Campaign Overview

This year, we're celebrating the **very first Nutcracker Syndrome Awareness Day** on **December 18th**, the anniversary of the very first performance of *The Nutcracker* ballet. Since we share the name "Nutcracker," we're inviting ballet companies and performing arts organizations to partner with us by including a small Nutcracker Syndrome awareness graphic in their performance program.

The size and placement are completely up to your organization, and we'll provide several professionally designed graphics to make participation easy. In return, the Nutcracker Syndrome Association will promote participating Nutcracker performances through our website and social media as part of our nationwide Awareness Day campaign.

I also brought along our **Partnership Information Guide**, which explains the campaign in more detail.
(Hand them the printed guide)

If They're Interested

That's wonderful! Who would be the best person for our team to follow up with regarding this partnership? Could I please get their name and email address? Our team will reach out directly with additional information, answer any questions, and provide all of the materials your organization would need.

Closing

Thank you so much for your time and consideration. We truly appreciate everything you do for the arts, and we hope you'll consider partnering with us to help make the very first Nutcracker Syndrome Awareness Day a success. Have a wonderful day!

Remember ♥



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Submit your proof
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OUTREACH *Scripts* ♥



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SOCIAL MEDIA

Use this social media template when reaching out to organizations:



Social Media Direct Message

Hello! My name is [Your Name], and I'm volunteering with the Nutcracker Syndrome Association's Awareness Day campaign.

I'm reaching out because I saw that your organization is performing The Nutcracker this season. This year marks the very first Nutcracker Syndrome Awareness Day on December 18th, a date chosen because it marks the anniversary of the very first performance of The Nutcracker ballet.

Since Nutcracker Syndrome shares a name and history with the ballet, volunteers are helping connect with local Nutcracker performances to raise awareness for this rare vascular condition. The campaign is asking organizations to consider including a small awareness graphic somewhere in their performance program. NCSA provides the graphics, and the size and placement are completely up to your organization.

In return, NCSA will promote participating Nutcracker performances through their website and social media during the Awareness Day campaign.

Would this be something your organization might be open to learning more about?

Thank you so much for your time!

Remember ♥



Collect contact
information from
interested
organizations.



Email the information
to
**ballet.NCSA
@gmail.com.**



NCSA will follow up
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Submit your proof
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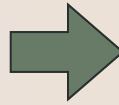
Building Awareness. Creating Change.

FREQUENTLY ASKED QUESTIONS

WE ARE HERE TO HELP!

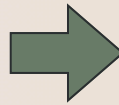
Below are answers to some common questions you may still have before getting started.

Do I have to have
Nutcracker Syndrome
to participate?



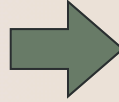
No! Anyone is welcome to participate. Whether you're a patient, family member, friend, healthcare professional, or supporter, we'd love to have you join us.

What if the
organization says
no?



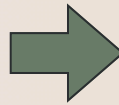
That's okay! Every outreach effort counts, and you're still eligible for a raffle entry as long as you submit proof.

What if I don't know
the answer to one of
their questions?



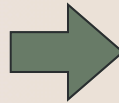
No problem! Let them know NCSA can follow up, then gather their contact information and email it to ballet.NCSA@gmail.com.

Can I contact more
than one
organization?



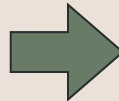
Absolutely! Each eligible outreach submission earns its own raffle entry, so the more you contact, the more chances you have to win.

What organizations can
I contact?



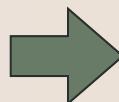
You can contact any organization performing The Nutcracker, including ballet companies, dance studios, performing arts centers, community theaters, and schools.

Do I have to use the
provided scripts?



Not at all! The scripts are just a guide, and you're welcome to personalize them or share your connection if you're comfortable.

What if they ask for
more information?



Great! Gather the appropriate contact person's information and send it to ballet.NCSA@gmail.com so our team can follow up.



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THANK YOU & RAFFLE INFORMATION!

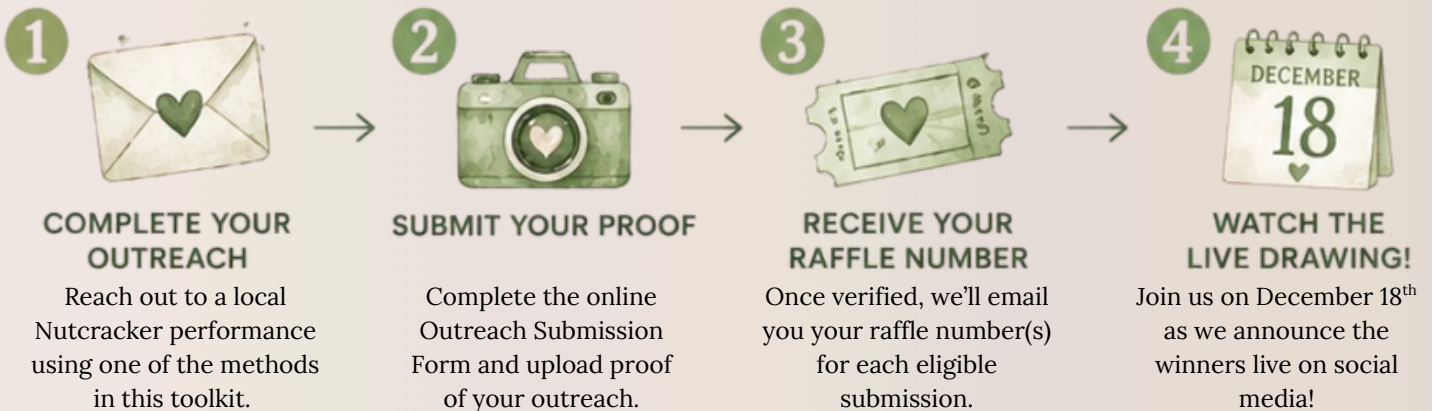


THANK YOU FOR HELPING US MAKE HISTORY!

As a small token of our appreciation, every eligible outreach submission earns
you an entry into our

Nutcracker Syndrome Awareness Day Raffle!

HOW TO ENTER:



EARN MORE ENTRIES!



One eligible outreach = One raffle entry



Five eligible outreaches = Five raffle entries



There is NO limit to how many entries you can earn!



IMPORTANT REMINDER

Organizations do not have to say "yes" for your outreach to count. Every genuine outreach effort that follows the campaign guidelines is eligible for a raffle entry after submitting proof.

PRIZES INCLUDE



NCSA APPAREL, STICKERS, PINS, AWARENESS MERCH, AND MORE!!

Thank You!

Every email. Every phone call. Every conversation.
Every partnership. This is what helps the public
learn about Nutcracker Syndrome.

Building Awareness. Creating Change.

Finished Your Outreach?

Scan the QR code to
submit your outreach
information and enter the
raffle!

