



— Community Engagement Toolkit

# CUREPSP<sup>®</sup> MONTH OF AWARENESS

*hope in  
action.*

# ABOUT

May is CurePSP Month of Awareness. This is a powerful opportunity to educate the world about our work, mission and vision. By raising awareness of progressive supranuclear palsy (PSP), corticobasal degeneration (CBD) and multiple system atrophy (MSA) we can help improve diagnosis and care, encourage policymakers to increase access to services and fund research, and amplify the voices of our community.

During CurePSP Month of Awareness, we will share different ways for you to put Hope in Action for PSP, CBD and MSA.

# TOOLKIT INTRODUCTION

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Join us on Social Media

Start a Fundraiser

Share Resources

Tell Your Story

Become an Advocate

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# JOIN US ON SOCIAL MEDIA

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Help spread awareness and show support of the CurePSP community on social media in the following ways:

## Update Your Profile Photo ▼

Change your profile or cover photo on social media to our logo.

## Use Our Hashtag #hopeinaction! ▼

Post on your social media using hashtag #hopeinaction sharing your connection to PSP, CBD or MSA and our mission.

## Educate Others ▼

Share our "Did You Know?" statistics on the diseases and community videos and photos that we will be posting throughout the month.

## Follow and Share ▼

Follow and share for helpful resources, updates to research, upcoming events and opportunities to be involved. Comment on our posts with your questions or experiences.



[Facebook](#)



[Instagram](#)



[TikTok](#)



[LinkedIn](#)



[YouTube](#)



[X](#)

# START A FUNDRAISER

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Increase your month of awareness impact by asking your friends, family and personal network to donate to CurePSP's mission to raise awareness, build community, improve care and find a cure for PSP, CBD and MSA. Here are two simple ways to set up a fundraiser yourself!

## Fundraise with Classy

Visit our [website](#) and select "Create a Fundraiser." From here you can set up a personalized fundraising page and invite your network to donate. Set a fundraising goal. Tell your story. Share photos and put your hope in action!

## Fundraise with Facebook

Start a [Fundraiser](#) from the CurePSP Facebook page. Add your fundraising goal, and share what the cause means to you. Then post on your personal Facebook page for donations while also increasing awareness of PSP, CBD and MSA.

# SHARE RESOURCES

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A key part of CurePSP's pillars of care, consciousness and cure is to provide educational information on PSP, CBD and MSA. We offer a variety of resources for anyone seeking to learn about the symptoms, progression, care needs, treatments, and management of these diagnoses. A great way to spread awareness this month is ordering materials, such as our General Information brochure or Some Answers booklets, to distribute among family and friends as well as in your local support groups, neighborhood, hospitals or town halls!

**Order Now**

Engage with your community and spread awareness  
about CurePSP and PSP, CBD and MSA

# TELL YOUR STORY

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At CurePSP, we are driven by your stories of hope. How you adapted, stayed connected and persevered through the disease journey inspires others to reflect on their experiences and to recognize their capacity for resilience. If you are interested in sharing your story with our community, email Oscar Sullivan at [sullivan@curepsp.org](mailto:sullivan@curepsp.org).

## **Connect with the CurePSP Community**

You are not alone! Whether you are a person diagnosed with PSP, CBD or MSA, a spouse, adult child, other family member or friend, we have a space for you to learn from others and grow your support system. We even have a meet-up group for grandchildren to connect with one another and engage with the cause.

**[Visit our website for our full listings of group meetings.](#)**



LET'S PUT  
HOPE IN ACTION  
TOGETHER



|curePSP®