

“Hearts for Huntington’s” Pin – Campaign

You can help HDSA raise awareness and funds during May for HD Awareness Month and throughout the year!

What is a Pin-Up Campaign?

“Hearts for Huntington’s” Pin-Ups (as seen in the pictures), are a great opportunity for companies, schools, retail outlets and other businesses to help HDSA raise awareness and funds for Huntington’s disease (HD). This campaign helps to unite volunteers and donors from across the country. The pin-up campaign can be used to add value as a wrap-around event for a *Team Hope* walk in your community or could be used to help your Chapter or Affiliate raise money and awareness during the month of May for HD Awareness Month and throughout the year.

Where do I start?

The “Hearts for Huntington’s” Pin-Up Campaign is easy to implement. HDSA will supply the materials. Chapters and Affiliate volunteers can make the outreach to schools, companies and retail outlets to get them to participate (signed up). Once the order form is filled in and sent to the HDSA regional staff contact, we will submit your order and send you the materials needed to begin your campaign. Please allow six to eight weeks prior to your campaign kickoff.



For schools: Designate a Pin-Up Champion to help sell pin-ups to students and choose a price point (suggested \$1 donation). Designate a wall or walls in a highly-trafficked area in your school to display all of the pin-ups that were sold. Consider holding a competition to see what grades or students sell the most pin-ups and offer a prize for the person/classroom that generates the most pin-ups sold.

For companies: Consider coordinating a department challenge. Have your company’s departments sell and compete to generate the most funds raised through the pin-up campaign. Ask the company to host an event for the winning department. And make sure to display the pin-ups in a highly-visible area at your company, like the lunchroom or lobby.

For retail outlets: Retail clerks can sell these pin-ups at the point of purchase (by the register or at bank tellers) to customers (HDSA pinups can be printed with bar codes if needed). The retail store can consider giving a top prize to the clerk who sells the most pin-ups. Make sure to display the pin-ups on a highly-visible wall or store front.

*For Questions & to receive your Pin-Ups contact:
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