



NORD® RARE DISEASE DAY® EVENT: WATCH PARTY TOOLKIT

Rare Disease Day is an observance held on the last day of February to raise awareness for rare diseases and improve access to treatment and medical care. Since its establishment in 2008, it has been observed every year in more than 40 countries around the world.

The National Organization for Rare Disorders (NORD®) is proud to be the official US partner for Rare Disease Day. We work with our sister organization EURORDIS (Rare Diseases – Europe) and others all around the world to drive an international campaign that shines a light on rare diseases and advocates for health equity for all those living with a rare disease.

This Rare Disease Day, **Monday, February 28, 2022 at 1:30pm EST**, show your stripes with NORD! Grab your favorite zebra print shirt or toss on a striped scarf and meet us online for a community gathering! This event will feature entertainment from a star-studded guest lineup and offer a place to connect and chat with other rare community members and allies.

Invite your friends, family and network of advocates to join in the celebration and RSVP today at bit.ly/NORD-Register-Now.

Included in this guide are activities and some recommendations for getting involved and showing your support before the event, ways to engage live, and tips to continue the conversation afterwards. If you are engaging on social, be sure to tag the National Organization for Rare Disorders and use the hashtags #ShowYourStripes and #RareDiseaseDay.

We look forward to celebrating Rare Disease Day with you on February 28th!



ACTIVITIES

As we continue to practice social distancing due to the COVID-19 pandemic, NORD would like to offer you ways to connect with your family and rare network virtually. Check out these fun activities as you get ready to #ShowYourStripes on February 28th!



[Rare Disease Day Calendar](#)

Countdown to Rare Disease Day with us! Download this calendar and follow along for ways to show your support throughout the entire month.



[Printable Photo Props](#)

Print and cut out these fun photo props to capture memorable moments. Write your own message of support or show your stripes with our zebra mask. Share the photos on social media and tag NORD. Be sure to use the hashtags #ShowYourStripes and #RareDiseaseDay.



[Rare Disease Day Trivia](#)

Host a virtual game night with friends and family over Zoom and test your Rare Disease Day knowledge.



[Coloring Pages](#)

Showcase your creative side with these printable coloring pages.



[Crossword Puzzle and Word Search](#)

Complete our crossword puzzle and word search with friends and family. Who can complete it first?



[Watch a film featuring a rare disease story](#)

Stream a **film** on The Disorder Channel, available on Roku and Amazon FireTV devices, or watch the Rare Disease Film Festival's **spotlight film of the week** available online.



[Host a Virtual "Share Your Story" Hour](#)

Meet with friends, family, and members of your rare network over Zoom to offer an open forum for discussion. Share your rare story and something that others might not know about you or your experience.

Looking for official Rare Disease Day merchandise? Visit our online shop: bit.ly/RDD-store.

ENGAGE WITH NORD LIVE DURING THE EVENT

We hope you will join us live on February 28th at 1:30pm EST to celebrate the 12th annual Rare Disease Day. Be sure to RSVP at: bit.ly/NORD-Register-Now.

We want to hear from you! During the virtual event, you will have the opportunity to submit a photo, piece of artwork or message sharing why you #ShowYourStripes. Your message of support will appear online during the livestreamed event. Don't forget to wear stripes!

WAYS TO GIVE BACK

There are so many ways to support the over 25 million Americans affected by rare diseases, one of which is through direct donations to NORD. With any and every individual donation, NORD is supporting patients and organizations, accelerating research, providing education, disseminating information, raising awareness, and driving public policy. No matter the size, every donation goes a long way to help members of our herd live their best rare lives.

If you're able, please make a donation [here](#). If you're unable to donate at this time, there are so many ways you can give back to the rare community and support Rare Disease Day!



ADVOCATE FOR NORD!

Share NORD's mission with a family member or friend, join our Rare Action Network®, or visit rarediseases.org/advocate to find more ways to get involved.



SHARE ON SOCIAL MEDIA

Post on social media with your story, the importance of Rare Disease Day, or even a shoutout to NORD in general.



SPREAD THE WORD

Contact your local media to ensure your community is aware and ready to engage around Rare Disease Day! Visit bit.ly/RDD-Resources to find our digital press kit with letter templates.

Thank you for being part of our community!

Alone, we are rare. Together, we are strong.®