



#PLEDGE4GRU

Genetic, Rare and Undiagnosed

General Election 2024

Toolkit for Individuals

Engaging with prospective parliamentary candidates

Genetic Alliance UK is running a campaign ahead of the general election on Thursday 4 July 2024. We are asking our community to contact their prospective parliamentary candidates (those standing for election) encouraging them to pledge their support for people affected by genetic, rare and undiagnosed conditions.

The campaign will help to raise awareness of genetic, rare and undiagnosed conditions and galvanise our relationships with parliamentarians. It will also help us to re-establish [our All Party Parliamentary Group](#) - this group has been vital in ensuring the voices of people living with genetic, rare and undiagnosed conditions are represented in Parliament.

We want parliamentary candidates to pledge support for people living with genetic, rare and undiagnosed conditions by:

- Helping people get a timely and accurate diagnosis
- Raising awareness of these conditions in the NHS
- Ensuring people have access to coordinated care
- Improving access to specialist care and treatment

The pledges are designed to engage candidates in our work and that of our community, and to help them understand the experiences of individuals living with these conditions.

Candidates can pledge their support by signing up on our [general election website hub](#).

Why contact MPs?

MPs are highly motivated by the needs of their constituents. We need your help to gain the commitment from candidates to push forward the needs of people with genetic, rare and undiagnosed conditions. You can do this by sharing your story with your local candidates and this toolkit contains everything you need to do that. If you have questions about anything shared here, please contact us via pledge4gru@geneticalliance.org.uk

What can you do?

We need your help to share the realities of living with a genetic, rare or undiagnosed condition. Our community is most powerful when we come together. The more people who contact a candidate, the more likely they are to support people with genetic, rare and undiagnosed conditions.

The first thing to do is [find out which candidates are standing in your local area](#).

If you have 5 minutes ...

1. Reshare our social media posts. Genetic Alliance UK will be raising awareness with candidates on social media. Follow us on social media and share our posts with your candidates and your followers.
 - [Find us on X](#)
 - [Find us on Linked In](#)
 - [Find us on Facebook](#)
 - Or use the hashtag to search for the #Pledge4GRU campaign
2. Tag your local candidates in your social media posts and encourage them to pledge their support to improving care for people with genetic, rare and undiagnosed conditions. We have lots of general election digital assets for you to share on your social media and check out the social media planner below for some suggested wording for posts.

If you have 10 minutes ...

- Email your candidates using this [email template](#).

If you have 20 minutes ...

For your email to have more impact, add some more details about your personal experience. Share your story with your candidates and be sure to include details about the challenges you are facing that they could help to address, if elected.

Social media calendar

Help to create a collective voice in the lead up to the general election

You can use these templates to share your own posts on the dates suggested or if it's easier, simply share our posts instead.

Tag us in your social media posts so we can engage with and amplify your messaging.

To use the templates below, copy and paste the text in the 'Suggested text' column and customise any of the highlighted words.

To make your posts even more eye-catching, add our [digital general election graphics](#) or use any of your own imagery.

Date	Suggested text	Notes
	(Feel free to use this text, compose your own or simply re-share our posts if that's easier)	

For more information on rules for charities when campaigning, please check our [general election hub](#).

X: [@GeneticAll_UK](#) **Facebook:** [@GeneticAllianceUK](#) **Linked In:** [Genetic Alliance UK](#)
Hashtags: [#Pledge4GRU](#) **Email:** pledge4gru@geneticalliance.org.uk

10 June	<p>I live with/I care for someone with #your condition and I am asking my prospective parliamentary candidates to pledge support for people with #yourcondition to get a faster diagnosis.</p> <p>Help champion the needs of 1 in 17 people affected by rare conditions in the UK.</p> <p>https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<p><i>Download and use our diagnosis graphic with this post</i></p>
17 June	<p>For #GE2024 we want candidates to pledge to help to improve awareness of genetic, rare and undiagnosed conditions including for [xxx] living with [your condition].</p> <p>Join the GRU champions in Parliament by pledging your support here. https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<p><i>Download and use our graphic with this post</i></p>
24 June	<p>I am asking parliamentary candidates to ensure people with [your condition] have access to coordinated care.</p> <p>Pledge your support to the genetic, rare and undiagnosed community. https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<p><i>Download and use our graphic with this post</i></p>
1 July	<p>There are 3.5 million people living with a rare condition in the UK today. I am one of [xxx] people living with [#YourCondition].</p> <p>Will you pledge to support people with genetic, rare and undiagnosed conditions? https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<p><i>Download and use our 3.5 million graphic with this post</i></p>

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