

General Election 2024



#PLEDGE4GRU

Genetic, Rare and Undiagnosed

Toolkit for Members

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 members and supporters 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 the 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 community's 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 reach as many candidates as possible. 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. Use your social media to encourage your community to contact their candidates. Check out the social media planner below for some suggested posts.
3. 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 candidate using this [email template](#). For your email to have more impact, add some more details about your personal experience.

If you have 20 minutes ...

Share your community's story with your candidates and be sure to include details about why they should care about your community. Here are ways to identify the candidates you should contact:

- Your organisation is registered in their constituency
- The specialist centre that cares for people with your condition is based in their constituency
- Their constituency has a high number of people affected by your condition
- The people in their constituency affected by your condition cannot easily access essential services

If you want digital assets that feature your organisation's name and logo then contact us to request customised content at pledge4gru@geneticalliance.org.uk .

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**

Sharing with your community

As future constituents, the members of your community have the most powerful voice and these are ways you can share this campaign with your community.

Alongside this toolkit for our member organisations, we have also produced a [toolkit for individuals](#) to help people in your community ask their candidates to pledge their support.

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 (Feel free to use this text, compose your own or simply re-share our posts if that's easier)	Notes
6 June	One month until #GeneralElection2024! Alongside @GeneticAll_UK we're asking candidates to pledge support for the 3.5 million people with rare conditions in the UK. Visit @GeneticAll_UK to see how you can ask your local candidates to support you. https://bit.ly/P4GRU #Pledge4GRU	<i>Download and use our graphic with this post</i>
10 June	We are asking prospective parliamentary candidates to pledge support for people with #yourcondition to get a faster diagnosis. Help champion the needs of 1 in 17 people affected by rare conditions in the UK.	<i>Download and use our graphic with this post</i>

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	<p>https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</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>	<i>Download and use our graphic with this post</i>
20 June	<p>The general election is two weeks away!</p> <p>Get your elected representative ready to advocate for your needs and the needs of people with genetic, rare and undiagnosed conditions in Parliament.</p> <p>Share your challenges using @GeneticAll_UK toolkit. https://bit.ly/P4GRU</p> <p>#Pledge4GRU</p>	<i>Download and use our graphic with this post</i>
24 June	<p>We are 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 here https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<i>Download and use our graphic with this post</i>
27 June	<p>One week until #GE2024 and we are asking candidates to #Pledge4GRU</p> <p>If elected, your candidates can support people with [your condition] so engage with them now!</p> <p>Use the @GeneticAll_UK toolkit to contact candidates.</p> <p>https://bit.ly/P4GRU</p> <p>#Pledge4GRU</p>	

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1 July	<p>There are 3.5 million people living with a rare condition in the UK today. [xxx] of those people, have [#YourCondition].</p> <p>One of those people is [name someone from your community].</p> <p>[share a bit about someone from your community and / or link to a story on your website]</p> <p>Will you pledge to support people with genetic, rare and undiagnosed conditions?https://bit.ly/P4GRUCan</p> <p>#Pledge4GRU</p>	<i>Download and use our graphic with this post</i>
4 July	<p>It's #Election2024 today!</p> <p>We hope to see a Parliament which is committed to addressing the challenges faced by genetic, rare and undiagnosed conditions.</p> <p>Remember to vote! Find your local polling station. https://wheredoivote.co.uk/</p> <p>#Pledge4GRU</p>	

Template for website articles

[xxx] people live with [Your Condition]. We exist in a wider community of genetic, rare and undiagnosed conditions which is facing similar challenges in accessing diagnosis, care and treatment.

Genetic Alliance UK is running a campaign ahead of the general election on 4 July 2024 to raise support for people affected by genetic, rare and undiagnosed conditions. The campaign will help raise awareness of genetic, rare and undiagnosed conditions like [your condition]. It will also help Genetic Alliance UK re-establish the 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 are asking prospective parliamentary candidates to pledge support for people living with genetic, rare and undiagnosed conditions. If they are elected they will support 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

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

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Genetic Alliance UK have created a toolkit to help people contact their candidates and ask them to pledge their support to address the wider challenges for the genetic, rare and undiagnosed community.

[General Election toolkit for individuals.](#)

Find out more on their [General Election Hub](#).

Template for e-newsletter or magazine article

[xxx] people live with [Your Condition]. We exist in a wider community of genetic, rare and undiagnosed conditions which are facing similar challenges in accessing diagnosis, care and treatment.

Genetic Alliance UK is running a campaign ahead of the general election on Thursday 4 July 2024 to raise support in Parliament for people affected by genetic, rare and undiagnosed conditions. They have put together a toolkit to help individuals raise their concerns with their prospective parliamentary candidates and ask them to pledge their support to address the wider challenges for the genetic, rare and undiagnosed community.

Please contact your local candidates, asking for their support to address the challenges you face with [your condition].

[General Election toolkit for individuals](#)

Find out more on the [Genetic Alliance UK General Election Hub](#).

Information and Resources

For more information about genetic, rare and undiagnosed conditions to include in your messaging, check out our [facts and figures page](#).

Find out [prospective parliamentary candidates for an area](#).

We would love your feedback and comments. Please let us know how we can better support you in advocating for your community at pledge4gru@geneticalliance.org.uk

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