



angelman  
**STRONG**

**15**  
THE POWER OF

# Virtual Participant Guide

*Join the Angelman Strong Community*





# WELCOME

## to the Power of 15 Challenge

### Why the Power of 15?

Angelman syndrome is caused by a mutation or deletion of the UBE3A gene on chromosome 15.

You may not be able to join us in person, but you are still a vital part of the Angelman Strong movement! The Power of 15 is your chance to raise awareness, get active, and fundraise... all from wherever you are.

We're challenging you to take part in monthly activities designed to create awareness and rally support for Angelman syndrome. Whether it's walking 15,000 steps or raising \$15 from 15 donors, every action supports Angelman syndrome awareness.

## Challenge Overview

### March

#### Set Up Your Fundraising Page

Register as a Virtual Participant at [Angelman.org/Strong](https://www.angelman.org/Strong) and begin personalizing your fundraising page.

### April

#### Raise Awareness & Fundraise

Start raising awareness and donations!

### May

#### Move Your Way (May 1–16)

As we ramp up to Angelman Strong day, walk, run, or move in a way that works for you.

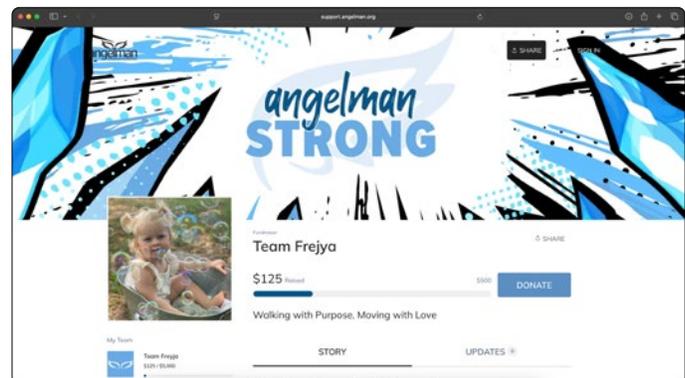
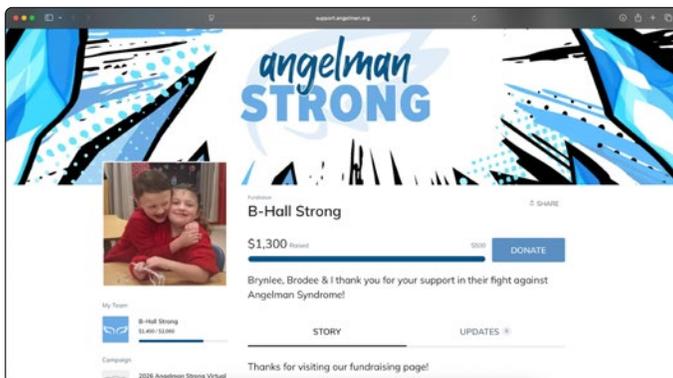
**Together, we can turn 15 into something powerful.**

# MARCH



## Set Up Your Fundraising Page

Register as a Virtual Participant at [Angelman.org/Strong](https://angelman.org/Strong) and begin personalizing your fundraising page. Share why you're participating and who you're walking for. This will be your personal link to share on social media to ask for donations.



## Resources:

[Page Customization Instructions](#)

# APRIL



## Raise Awareness & Fundraise

Choose 1–2 actions per week to promote Angelman Strong. Share your personal fundraising page with friends and family to raise money for ASF.

- Share why Angelman Strong matters to you
- Post a photo of walking in your neighborhood and about Angelman Strong
- Share one Angelman syndrome fact
- Re-share an ASF post
- Tag 3 friends and invite them to learn more
- Send 3 text messages asking for support
- Post your fundraising goal and progress update
- Share a favorite photo of the person you're walking for
- Post a short “Did you know?” about Angelman syndrome
- Record a 15-second video saying why you're participating
- Share the link to your fundraising page
- Thank a donor publicly (with their permission)
- Invite someone to join you virtually
- Share the May 14 Virtual Kickoff link

### **Resources:**

[Fundraising Toolkit](#)

[ASF Awareness Social Graphics](#)

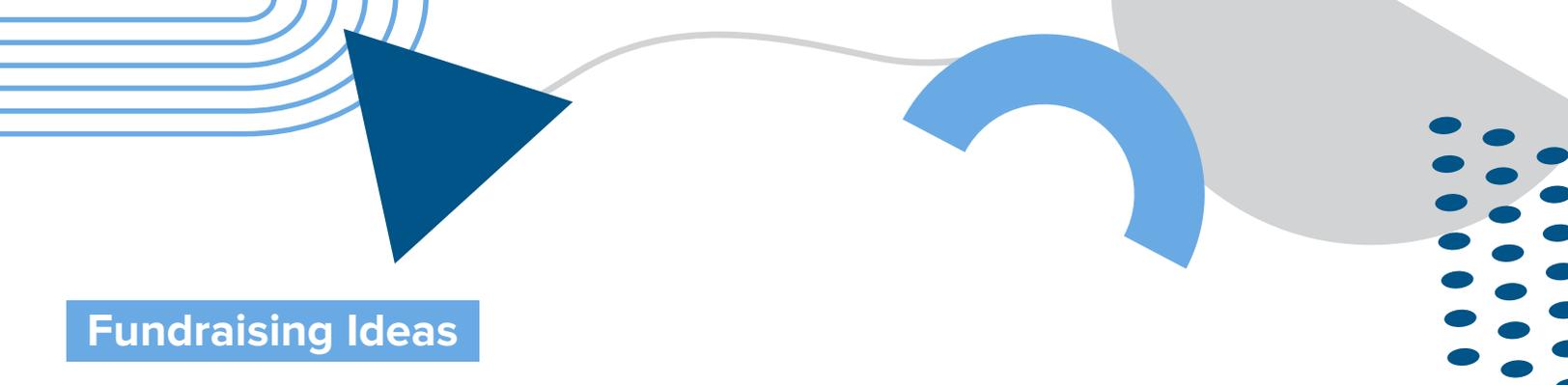


# MAY

## Move Your Way (May 1–16)

As we ramp up to Angelman Strong day, walk, run, or move in a way that works for you. Choose your own “15” goal:

- Do a simple countdown post (15 days to go!)
- 15 minutes of movement
- Walk 1.5 miles a week
- Take 15 walks before May 16
- Get 15 donors
- Raise \$150
- Get your fundraising page shared 15 times
- Send 15 texts asking for support
- Post 15 social media stories
- Get 15 family members walking together (virtually!)
- Spend 15 minutes a day learning about Angelman syndrome and sharing what you learned
- Create 15 posts leading up to May 16
- Invite 15 people to watch the Virtual Kickoff
- Share 15 “why I walk” messages or stories



## Fundraising Ideas

Small asks can lead to meaningful impact. Here are some ideas to encourage donations from friends and family.

- Ask 15 people for \$15
- Share your fundraising page 3 different times (people often give after the second or third reminder)
- Send personal text messages asking for support
- Create social media posts that clearly includes your donation link
- Do one “Match Me” day and ask a friend or company to match donations for 24 hours. Or match all donations that day yourself.
- Post progress updates when you hit 25%, 50%, or 75% of your goal and encourage more donations
- Share a short “why I walk” story and include your link
- Ask a small group (book club, coworkers, church group, gym class) to contribute together
- Invite local businesses to donate \$150 in honor of Angelman Strong
- Ask if your company offers matching gifts



# IMPORTANT DATES

**May 14, 2026**

## **Angelman Strong Virtual Kickoff**

Join us online as we kick off Angelman Strong weekend together.

- Watch live
- Share the stream
- Post your why
- Invite others to donate

We want every virtual participant there and sharing it!

**May 16, 2026**

## **Angelman Strong Event Day**

On this day:

- Take a walk in your neighborhood
- Wear your Angelman Strong shirt
- Post a photo
- Tag ASF
- Celebrate the community

## **Join the Angelman Strong Virtual Community**

Connect with other virtual participants, share your journey, and celebrate every milestone together in our private Facebook group.

[Join Facebook Group](#)