

fighting PERIPHERAL NEUROPATHY TOGETHER

GET GRATEFUL  
PERIPHERAL NEUROPATHY Support COMMUNITY

PN *aware*  
PERIPHERAL NEUROPATHY I'M STRONG  
NOBODY FIGHTS ALONE  
PERIPHERAL NEUROPATHY AWARENESS WEEK MAY 7-13  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

SHARE YOUR STORY  
I have PERIPHERAL NEUROPATHY even though it's *hard to see*  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

SHARE YOUR STORY  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

40%  
Chemo patients with PN  
NOBODY fights ALONE  
PERIPHERAL NEUROPATHY

I have idiopathic neuropathy, **I don't want anyone else to have to deal with it.**  
| MARY  
Why I'm Supporting the Foundation for Peripheral Neuropathy  
fighting PERIPHERAL NEUROPATHY TOGETHER

GET CURIOUS  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

fighting PERIPHERAL NEUROPATHY TOGETHER

GET INVOLVED  
COME TOGETHER  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

\$13MIL  
In DoD funding for PN research

GET CONNECTED  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

GET involved  
with the PERIPHERAL NEUROPATHY COMMUNITY  
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GET ACTIVE  
I VOTED  
#PERIPHERALNEUROPATHY AWARENESS WEEK  
the Foundation for Peripheral Neuropathy

2023 Awareness Week report  
the Foundation for Peripheral Neuropathy

Celebrating  
PERIPHERAL NEUROPATHY AWARENESS WEEK  
MAY 7-13  
the Foundation for Peripheral Neuropathy

1 in 15  
Americans with PN  
NOBODY fights ALONE  
PERIPHERAL NEUROPATHY

PERIPHERAL NEUROPATHY AWARENESS WEEK

70%  
Diabetics with PN

I want to support the search for better ways of not only managing this horrible disease, but of **reversing it.**  
| ART

4200  
Clinical trials for PN

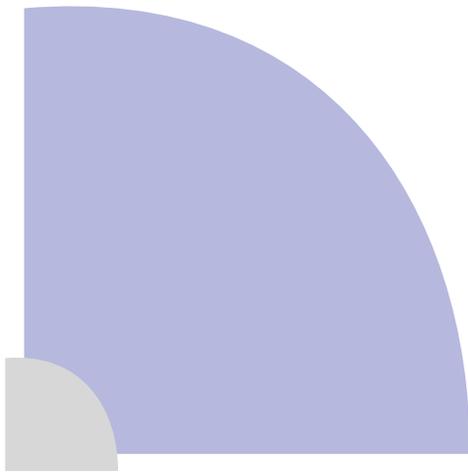
fighting PERIPHERAL NEUROPATHY TOGETHER

## 2023 Awareness Week {highlights}



**250**  
shirts  
sold

over  
**82K**  
interactions



**395%**

increase in Facebook page reach



**342%**

increase in Facebook engagement



**280%**

increase in Instagram impressions



**87%**

increase in web traffic over 2022



**30%**

increase in web visit duration



**32%**

above average email sign ups

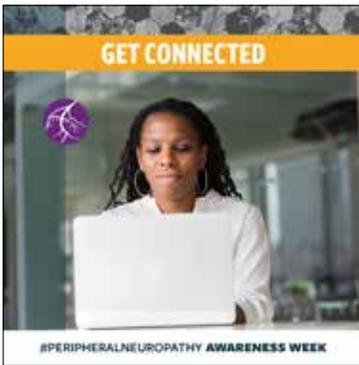


**Shirts sold:** 250

**Funds raised:** \$4306  
 shirts: \$3740, web donations: \$566

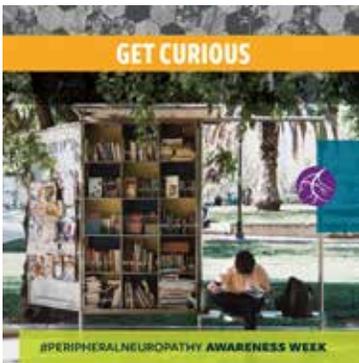
**Monthly enews sign ups:** 139 (32% above average)

**Social content:** about 50 content pieces  
 Social posts: roughly 300  
 Total impressions across all social platforms: 25,712  
 Total interactions across all social platforms: 40,741



**Email:** 33% open rate  
 700 clicks  
 Most clicked: Shirt sale, awareness page, Dropbox graphics, Canva frames

**Web stats:**  
 30k users  
 13% increase over normal traffic  
 87.5% increase over 2022 week



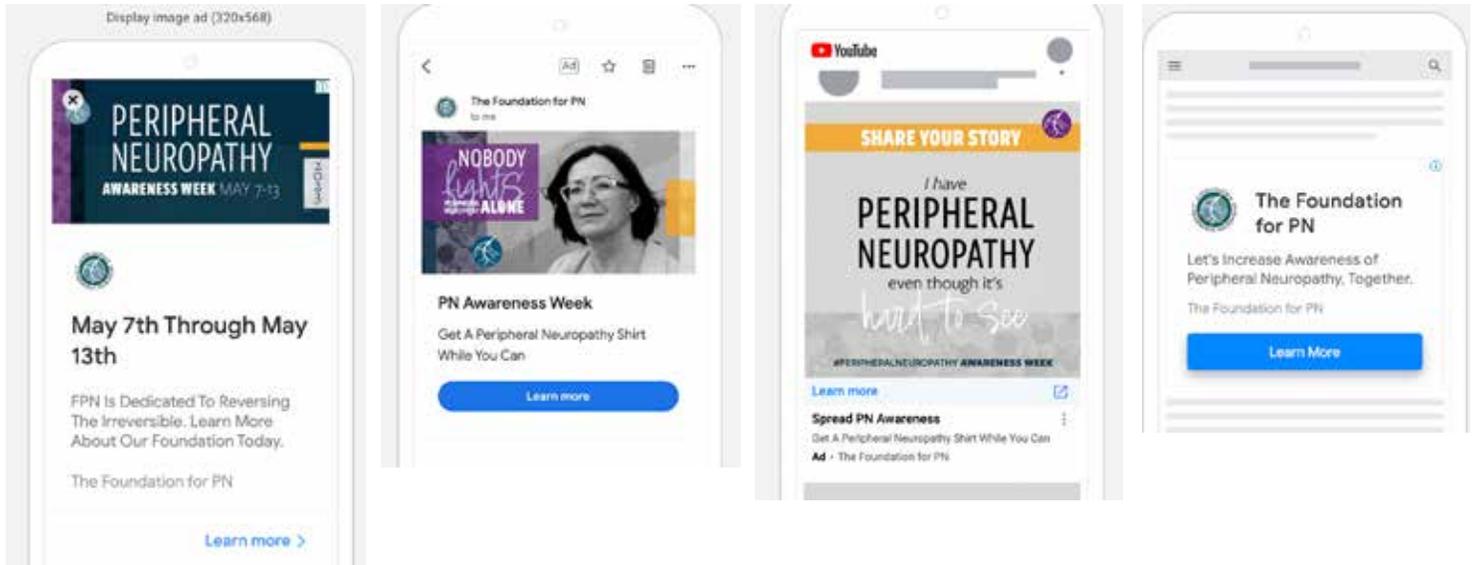
18k new users  
 20.6% increase over normal traffic  
 100% increase over 2022 week

Average engagement time: 30% increase

**Google Performance Max ad campaign**  
 6,393 interactions  
 Clickthrough rate: 13.81%  
 Cost: \$91.13 (total for the week)

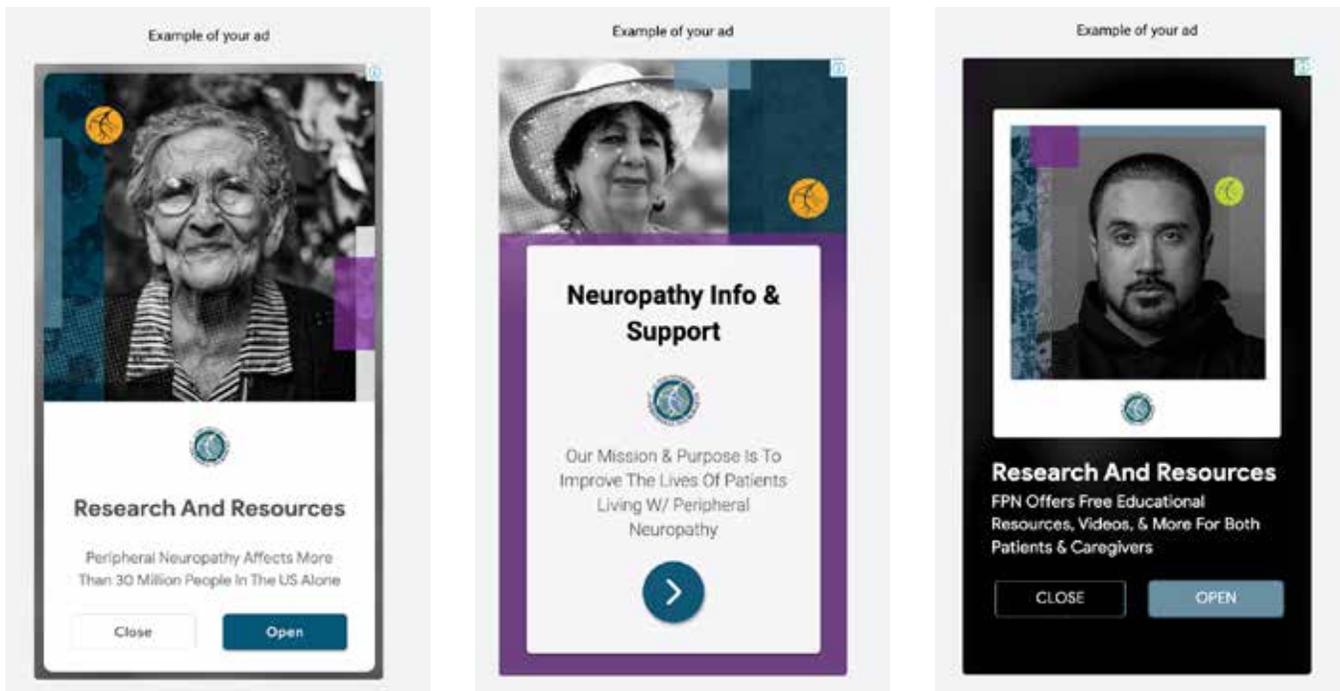
## Google Performance Max ad samples:

Ran specifically for Awareness Week



## Google display ad samples:

General display ads we've been running to increase brand awareness





## Facebook

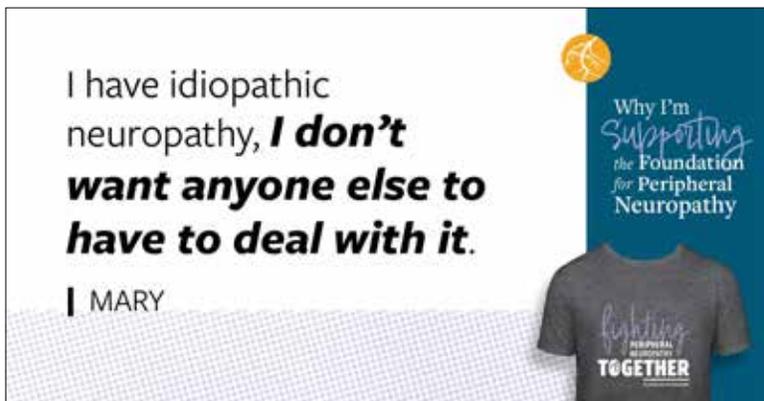
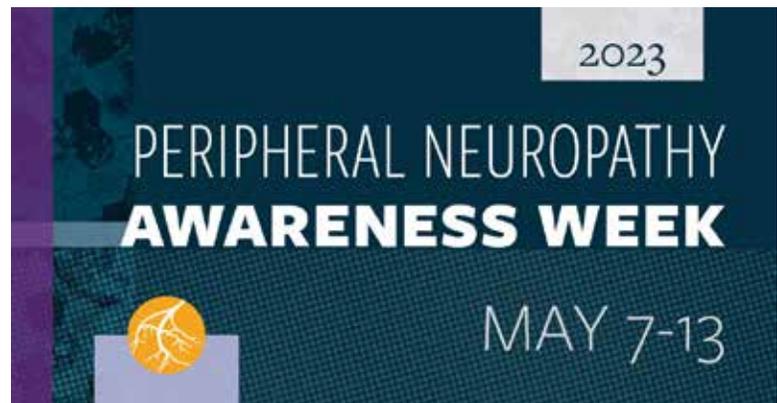
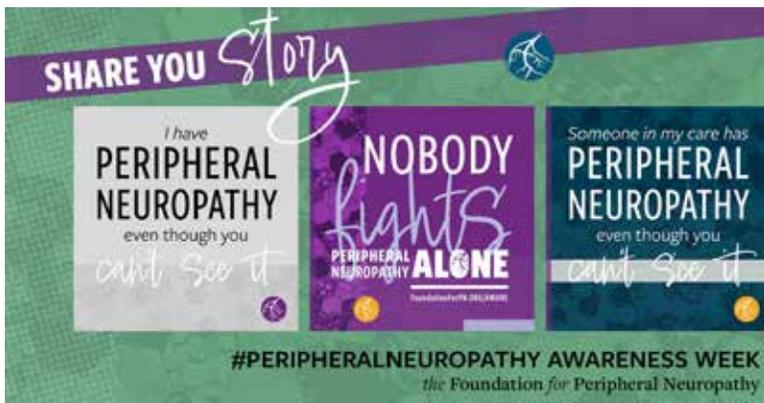
395% page reach increase  
409% increase page visits  
255% increase new page likes

24,193 impressions (162.5% increase over 2022)  
39,300 engagements (342.5% increase over 2022)  
157 shares (141.5% increase over 2022)  
473 likes (78.5% increase over 2022)  
102 comments (117% increase over 2022)  
1291 total clicks (69.4% increase over 2022)

\*2022 stats include a year of exposure, from May 1, 2022-May 15, 2023; since content isn't shown chronologically, interactions continue to grow over time

### Last 30 days stats (pulled 5.15.2023):

268% increase page reach  
109% increase page visits  
23% increase new page likes





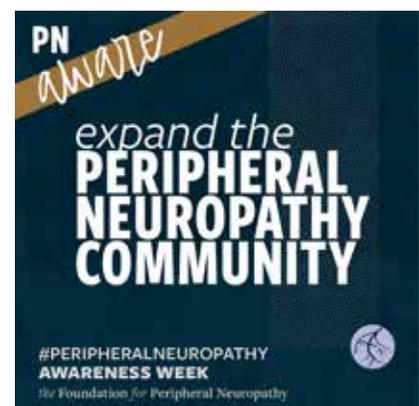
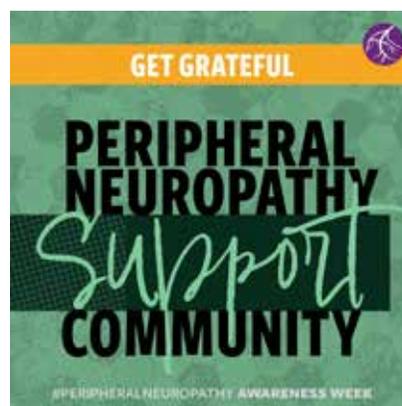
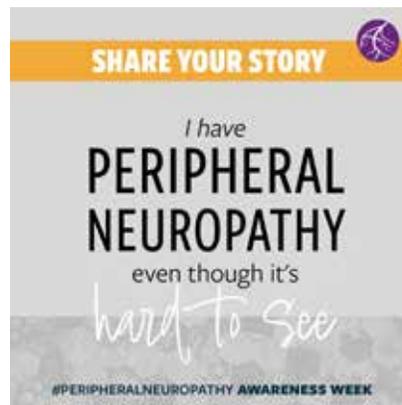
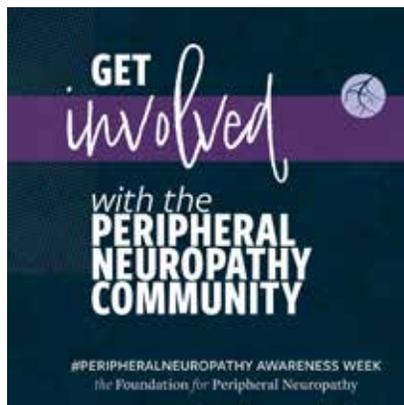
## Instagram

280% increase impressions  
 137% increase profile visits  
 49.7% increase accounts reached  
 75.6% increase accounts reached *non-followers*  
 96% increase engaged accounts  
 350% increase engaged accounts *non-followers*  
 4.7% increase in followers  
 355% increase content interactions  
 197 likes  
 4 comments  
 3 saves  
 25 shares

### Last 30 days (pulled 5.15.2023):

125% increase accounts reached  
 325% increase accounts engaged  
 13% increase followers  
 180% increase profile visits  
 750% increase link taps

Instagram May 1-8 2022: stats unavailable





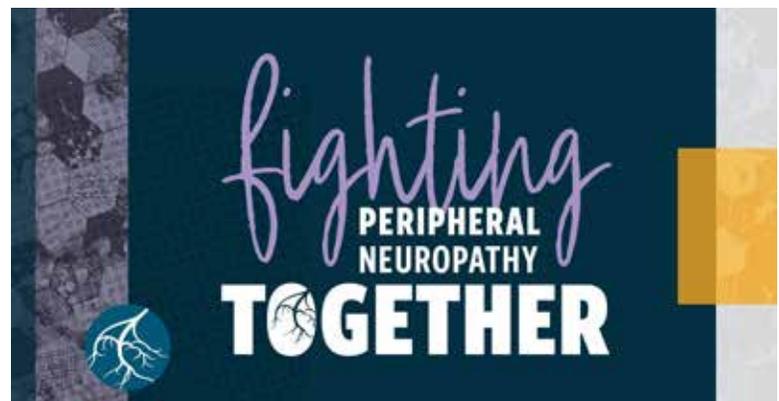
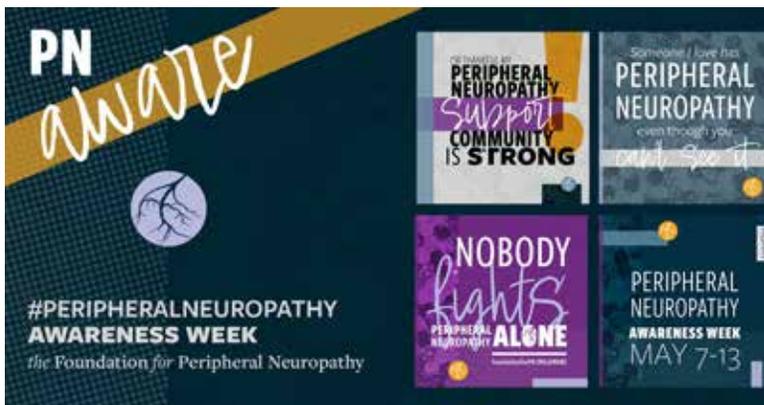
### LinkedIn

- 1,500% increase reactions
- 63% increase page views
- 53% increase unique visitors
- 750% increase new followers
- 92 likes
- 2,083 impressions

### Last 30 days stats (pulled 5.15.2023):

- 606% increase reactions
- 120% increase reposts
- 106% increase page views
- 63% increase unique visitors

LinkedIn May 1-8 2022: stats unavailable





### Twitter

3.8K impressions  
1,516 profile visits  
60 likes

#### Last 30 days stats (pulled 5.15.2023):

820.4% increase impressions  
302.1% increase profile visits  
11 increase in followers  
Engagement: 4,333

Twitter May 1-8 2022: stats unavailable

