

# Light Up for Mito



## Campaign toolkit



[mitopatients.org/light-up-for-mito](https://mitopatients.org/light-up-for-mito)



# Content

<b>3</b>	Introduction	<b>13</b>	Connect with local authorities and press
<b>4</b>	Why take part	<b>14</b>	Printable Assets: Posters and Leaflets
<b>5</b>	Things to think about...	<b>15</b>	T-shirt
<b>6</b>	Social Media Presence	<b>16</b>	Members
<b>7</b>	Social Media Posts	<b>17</b>	Contact
<b>11</b>	How to edit in Canva		
<b>12</b>	Light Up for Mito Logo		



# Introduction

**World Mitochondrial Disease Week** raises awareness about mitochondrial diseases (mito). This year it takes place from Monday 15 - Sunday 21 September. Patient organisations, people who are affected by mito, clinicians, researchers, pharmaceutical companies and others participate in Awareness Week in many different ways.

**Light Up for Mito** is a global campaign hosted by International Mito Patients (IMP) involving illuminating landmarks in green to raise awareness of mito.

## Saturday 20 September!

Be part of Light Up for Mito and ask your local monuments to participate. This beautiful visual spectacle aims to spark conversations, raise awareness, and ignite a sense of solidarity within our communities.

Take action on a personal level: purchase a green light bulb and Light Up Your Home. Encourage your neighbors to do the same. By localising this effort, we can collectively make a significant impact and raise awareness about mito.

This toolkit contains all you need for a successful Light Up for Mito campaign.

# Why take part

Joining Light Up for Mito offers a unique opportunity to make a meaningful impact in the fight against mito.

1. **Raising Awareness:** Illuminate landmarks and spaces in green to bring attention to mito.
2. **Sparking Conversations:** Start important discussions about mito within your community, fostering understanding and support.
3. **Showing Solidarity:** Demonstrate solidarity with individuals and families impacted by mito, showing them they are not alone in their journey.
4. **Educating Others:** Use your participation to educate others about mito, helping to increase awareness and support for research.
5. **Making a Difference:** Every green light and shared post contributes to a larger movement, making a tangible difference in the lives of those affected by mito.



# Things to think about...



1. **Promotion and Marketing:** Let everyone know about the event, use your website, social media (don't forget to use #LightUpForMito2025), email, newsletters, even your local newspapers, community bulletin boards, and relevant websites to spread the word.

Encourage the monument to promote Light Up for Mito through their channels so that their customers/audience knows why it is lighting up in green. Can they post about it on their social media channels, put an article on their website and in their newsletter or use our poster on their digital display board?

Use the designed promotional materials and templates provided in this toolkit and adjust them to match your details.

2. **Community Engagement:** Engage with your community by reaching out to local organisations, schools, businesses, and neighbours to encourage their participation. Share information about mito and the impact of the event.

# Social Media Presence

Actively promote the event on your social media channels. Use Facebook, Instagram, Twitter, LinkedIn and Tiktok to share information about Light Up for Mito.

Remember to provide clear and consistent messaging across all communication channels. Regularly monitor and respond to questions, comments, and messages received through social media and other channels to ensure effective engagement with participants and supporters.

Personalise and translate our social media templates.

Encourage people to share photos and videos of illuminated landmarks. Highlight and share this user-generated content on your official social media channels to create a sense of community and authenticity.

If possible use paid advertising to promote your event even further. This will allow you to target people in your area that are not following your pages.



# Social Media Posts

## Example Post 1

Download

Edit in Canva



### Facebook / Instagram / LinkedIn:

Join us during World Mitochondrial Disease Week as we light up [building/street] in green at [time] to raise awareness of mitochondrial diseases.

Let's shine a light on mito and show support for everyone affected.

Learn more: [www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

#WorldMitoWeek2025 #DecodeTheMitoPuzzle #LightUpForMito

### X (Twitter) - 280 character limit:

Light Up for Mito on 20 September!

Join us in raising awareness for #WorldMitoWeek2025 by attending our special event where we will illuminate [building, street] in green at [time].

Learn more at [www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

#DecodeTheMitoPuzzle #LightUpForMito

# Social Media Posts

## Example Post 2



Download

Edit in Canva

### Facebook / Instagram / LinkedIn

Get ready to Light Up for Mito!

On Saturday 20 September, landmarks around the world will glow green to raise awareness of mitochondrial disease. But you don't need a monument to take part.

Anyone can join in, just light up your home in green! Use a smart bulb, porch light, or window display to show your support. You can also:

- Invite a local building or monument to take part
- Spread the word in your community
- Share photos online to raise awareness

Whether it's your living room or a famous landmark, every light makes a difference. Let's shine a light on mito - together. Find resources and get involved:

[www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

### X (Twitter) - 280 character limit:

#LightUpForMito: 20 September

Landmarks around the world will Light Up in green to raise awareness about mitochondrial diseases (mito). You can:

- Light Up Your Home (with a green light bulb!)
- Share photos using #LightUpForMito

#WorldMitoWeek2025 #DecodeTheMitoPuzzle





# Social Media Posts

## Example Post 3

Download

Edit in Canva



### Facebook / Instagram:

Save the Date: 20 September 2025

[Building/street] will glow green at [time] to support World Mitochondrial Disease Week and raise awareness of mito.

Be part of it: snap a photo, tag us, and use #LightUpForMito to help spread the word.

Remember you can join in too by lighting up your home in green and showing your support.

More info: [www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

#WorldMitoWeek2025 #DecodeTheMitoPuzzle #LightUpForMito

### X (Twitter) - 280 character limit:

Mark your calendars and Light Up for Mito on 20 September!

[Building, street] will turn green at [time] to raise awareness about mitochondrial disease!

Share your photos with #LightUpForMito

Learn more: [www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

#WorldMitoWeek2025 #DecodeTheMitoPuzzle

# Social Media Posts

## Example Post 4

Download

Edit in Canva



### Facebook / Instagram / LinkedIn:

Light Up for Mito – Happening Today!

Let's shine a green light on mitochondrial diseases and raise global awareness together.

Join us as we illuminate [building/street] in green at [time] to show support for everyone affected by mito. Whether you're attending in person or lighting up your home, your voice matters.

Share your support by posting a photo, tagging us, or adding it in the comments using #LightUpForMito.

Learn more: [www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

#WorldMitoWeek2025 #DecodeTheMitoPuzzle #LightUpForMito

### X (Twitter) - 280 character limit:

#LightUpForMito today!

Join us as we illuminate [building, street] in green at [time]. Spread the word, share your photos, and let's create a beacon of support for everyone affected by #MitochondrialDisease.

[www.mitopatients.org/mito-week](http://www.mitopatients.org/mito-week)

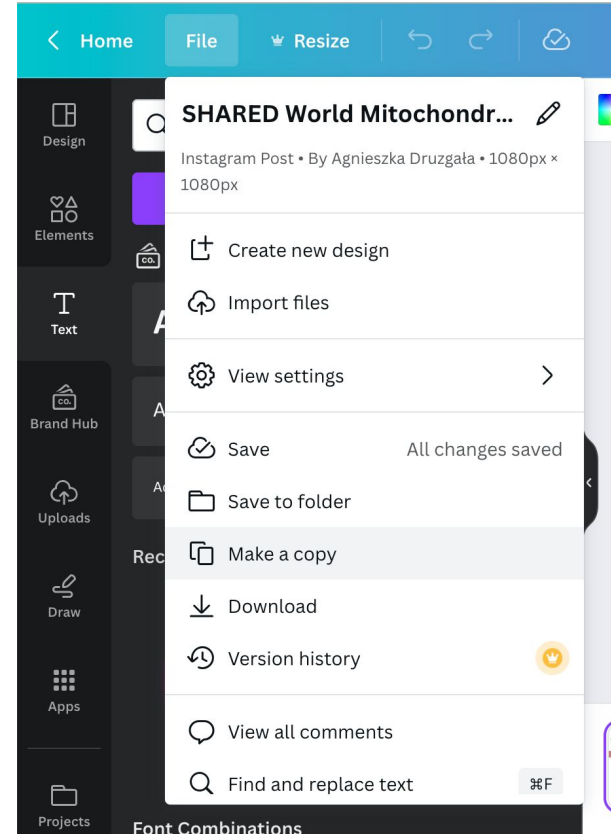
#WorldMitoWeek2025 #DecodeTheMitoPuzzle

# How to edit in Canva

To edit the assets in Canva and ensure that everyone can use posts as their template please duplicate the whole page with all the assets.

This way only you will have access to that copy document and you can freely edit all the assets.

Simply click on 'file' located in the top left menu and then 'make a copy'.



# Light Up For Mito Logo

Download



The Light Up for Mito logo should be used on all materials associated with its events. The following logo options are available to download and use, that included static and animated version of the logo.

The logo comes with different colour versions. The coloured logo can be replaced with white or black version depending on the background but the colour logo should always be the first choice.





# Connect with local authorities and press

Contact your local newsletter, online news, radio stations as well as politicians to let them know about the initiative. Remember, your initiative doesn't have to be a large-scale event to make a significant impact. Even small, well-publicised efforts can raise substantial awareness.

Download the email template which includes information about World Mitochondrial Disease Week and Light Up for Mito. You can provide an overview of your event, and include a call to action for the community to participate or learn more.

If possible, include stories from individuals or families affected by mito. Personal stories can make your initiative more relatable and compelling.

A few days before your event, follow up with the press and local authorities to confirm their attendance and provide any additional information they may need.

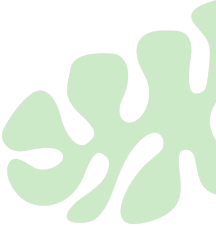
**Download**

# Printable Assets: Posters and Leaflets

These posters are available to download and edit in **A4 format in Canva** but can be printed as smaller formats for leaflet distribution for example A5.

Download

Edit in Canva



# T-shirt

Download



Resources also include graphic prepared for print on tshirts at your local printer if you decide to do so.



# Members

World Mitochondrial Disease Week 2025 is supported by International Mito Patients (IMP). We support the efforts of our members around the world to raise as much awareness as possible!





# Contact

E-mail:

Please contact us for information: [communications@mitopatients.org](mailto:communications@mitopatients.org)



**Light Up**  
for Mito



**THANK YOU**



[mitopatients.org/light-up-for-mito](http://mitopatients.org/light-up-for-mito)

