

# Friendraising Tips

Brought to you by: SPEROCLINIC +



We have found Friendraising and media awareness to be great tools to receive assistance to reach goals and objectives. At our clinic, we are passionate about getting to the root cause of conditions and treating the body from the inside out. We urge you to take these steps to raise funds for a loved one or yourself to be able to engage in healing. You are not broken beyond repair. The body is amazing and capable of healing!

In this packet you will find helpful tips, assets, and tools to use in assisting you to raise funds to heal at The Spero Clinic, and attend the 12 Week Neurologic Rehabilitation program. To continue to learn more about our purpose and team, please visit **THESPEROCLINIC.COM** or call/text our patient care advocate Anna at **(479) 304-8202**.

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## GoFundMe

Often used by individuals and/or groups to receive help and support from their community. Simply go to **GOFUNDME.COM/SIGNUP**.

Be sure to include:

- Photos of yourself especially photos depicting your condition that tell a story about your pain
- Information about your story

People will love to hear about your movement and progress!

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## Local News & Press Release

Sample to use on Page 4 of this packet

Reach out to local news stations about your GoFundMe campaign. Take a look at our "Success Story" segments throughout this packet to see others paths to success.

In your letter, tell the station:

- A little bit about yourself
- Information about your condition - how serious and rare that it is
- Your story and your GoFundMe campaign
- Your request for help to spread the word about your GoFundMe campaign and efforts

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## The Burning Limb Foundation

Created by Philip Robert, a former CRPS patient of ours in remission. The Burning Limb can help with seed money and fundraising ideas for people who otherwise wouldn't be able to afford treatment.

Visit **WWW.BURNINGLIMB.COM**  
Email **PHILIP@BURNINGLIMB.COM**  
Or call **(214) 298-3354**

Contact The Burning Limb:

- To find your voice and funding, so that you won't have to fight this battle alone
- To not only help with your physical issues but also the emotional trauma such as PTSD that often are a by-product of these illnesses

The Burning Limb Foundation is here to assist you!

## Success Story



Stella Artuso  
**\$47,027**

Media tools used to raise funds:

- GoFundMe
- Local News
- Facebook

"The pain was unrelenting torture - I had to fake every smile. It affected my mental health and will to live. At first, I didn't want to hear about the clinic as I couldn't bear more false hope. Now I'm incredibly grateful. **Finishing treatment marked the beginning of my new life.** My journey impacted my family but it's given us strength and I will never take that for granted." - Stella Artuso

# FAQ

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SPEROCLINIC



Patients travel from around the globe to our clinic located in Fayetteville, Arkansas for one reason alone: Our groundbreaking success rates with neurological dysfunction. We are currently the only center in the world that offers our unique Neurologic Rehabilitation program.

## Why The Spero Clinic?

We use multiple tools and techniques designed to enhance each other synergistically in order to restore balance to the central nervous system, enabling the body to heal itself. The individual therapies on their own do not constitute success - it is the combination of all of our modalities working together that allows us to achieve lasting results. If these modalities are performed by a practitioner that is not fluent in neurologic disorders, it can cause a spread of the condition or pain.

## About Dr. Katinka van der Merwe

Dr. Katinka van der Merwe, a leading Nerve Rehabilitation specialist, is well-known for taking on hopeless CRPS cases with her effective 12 Week Neurologic Rehabilitation program. Practicing in Fayetteville, Arkansas with her sister and father, Dr. Katinka treats patients from all over the world. She is also the author of two books, "Taming the Beast: A Guide to Conquering Fibromyalgia" and "Putting Out the Fire: New Hope for RSD/CRPS".

With extensive post graduate training in functional neurology, biologic medicine and nerve rehabilitation specialist, Dr. Katinka continues to help patients go into complete remission with non-invasive and holistic treatments, focusing on the debilitating pain at its source.

## What is your success rate?

While we cannot guarantee any kind of specific success rate, we see many success stories and we try to share that on social media as often as possible. The definition of success is different for every person. Dr. Katinka has helped many patients achieve complete remission.

## How will I know if this can help me?

As with everything in life, unfortunately, there are no guarantees. We understand that many people who turn to us for help have been disappointed many times before, and therefore, we try to do everything in our power to ensure that if our center is a good fit for you. We usually advise people that if our system is going to make a difference for you, you should see some kind of significant or noticeable change within the first weeks of treatment.

## Why don't you accept insurance?

Unfortunately, the majority of insurance companies do not reimburse for our type of care, nor the frequency of care that we recommend. That being said, we will provide you with a "receipt" or 'superbill' with all relevant codes that you may turn in to your insurance company in order to be reimbursed whenever reimbursement is allowed.

### Success Story



Moana Ruhfass  
**\$47,110**

Media tools used to raise funds:

- GoFundMe
- Local News
- Facebook
- Twitter

### Success Story



Stella Artuso  
**\$47,027**

Media tools used to raise funds:

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### Success Story



Ceciley Maxa  
**\$13,490**

Media tools used to raise funds:

- GoFundMe
- Local News
- Facebook



View more patient success stories, videos and articles on our website.

**THESPEROCLINIC.COM**



# Email

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In our efforts to provide help to those seeking to raise funds for treatment we are providing templates you can use to reach out to your local news stations. Copy and fill out both the email and press release with your personal information. Once you've tailored both templates to better tell your story, attach the press release on page four and email to the point of contact of your choice.

**Subject Line:** "Suicide Disease" - Raising Money for CRPS Treatment

Hi [Journalist's Name],

My name is [insert here] and I was diagnosed with a neurological dysfunction called Complex Regional Pain Syndrome (CRPS) [X months/years ago]. I was hoping you could feature my story on [Local News Station name] to help me raise funds and awareness about this extremely rare and excruciating "suicide disease."

CRPS is a condition that is associated with the imbalance and malfunction of the autonomic nervous system. Medically speaking, it is the most painful disease known to man – rating higher than both childbirth and amputation on the McGill Pain Index. Many people, including myself, who have CRPS describe it as feeling like they are literally being burned alive.

Just when I thought there was no hope, I found The Spero Clinic, a holistic medical treatment center in Arkansas led by well-known Quantum Neurology Nerve Rehabilitation specialist Dr. Katinka van der Merwe. Dr. Katinka has treated patients from all around the world with her effective 12 Week Neurologic Rehabilitation program.

Unfortunately, The Spero Clinic does not accept the majority of insurances. Therefore, having [Local News Station name] publish my story would help:

- Raise awareness about CRPS
- Boost the funds I raise
- Significantly expand reach of my fundraiser

To learn more about my story please visit my GoFundMe fundraising page [add link here]. Thank you for your time and consideration, looking forward to your response!

Sincerely,  
[Your Name]

## Success Story



Ceciley Maxa  
**\$13,490**

Media tools used to raise funds:

- GoFundMe
- Local News
- Facebook

"Support from family and friends has been important over the past year and a half of living with CRPS, especially for **a disease few know about and that can be difficult to explain.**"

- Ceciley Maxa

# Press Release

Brought to you by: SPEROCLINIC



Copy the press release template and fill in all your personal information. Attach the press release to your email before sending to local news stations.

## Contact information:

Patient or Parent's name  
Phone Number  
Email Address  
Social media accounts (optional)

**Title:** Complex Regional Pain Syndrome Patient Finds Hope with Dr. Katinka van der Mere's Effective Program

**Intro:** [Patient's Name] was diagnosed with the rare "suicide disease" - Complex Regional Pain Syndrome (CRPS) - nearly [X months/years ago].

**City, State, Date,** - [Patient's Name] has been living with Complex Regional Pain Syndrome (CRPS), also known as the "suicide disease", for nearly [X months/years]. Tragically, this condition has been dubbed the "suicide disease" due to the severity of the pain it causes those who suffer. People who have CRPS describe it as feeling like they are literally being burned alive.

CRPS is a condition that is associated with the imbalance and malfunction of the autonomic nervous system. CRPS generally occurs as the result of some minor event, such as an injury or a surgery, that is the tipping point that brings the patient's body over the edge. Medically speaking, it is the most painful disease known to man - rating higher than both childbirth and amputation on the McGill Pain Index.

(In 1-2 sentences describe what it is like to live with CRPS and the struggles you face. For example, the excruciating pain you feel, feeling depressed, not being able to sleep at night etc.)

(1-2 sentences Insert a quote from a family member here, describing what your loved one goes through. For example, "Because of this severe painful disease, [Patient's Name] is constantly crying and screaming with pain. It has become so bad that [Patient's Name] has to use crutches/a wheelchair everyday," said her [mother, father, etc.]

(In 3-4 sentences describe when and how you were diagnosed with CRPS and what was life like before CRPS - did you play any sports, were you involved in any school activities/organizations, etc.)

[Patient's Name] and her family are seeking the community's help to cover the cost of an effective 12 Week Neurologic Rehabilitation program in Arkansas that will put an end to the everyday excruciating pain.

(In 2-3 sentences explain how you and your family heard about The Spero Clinic. If you're not from Arkansas and had to travel across the world or country, make sure to include that here)

At The Spero Clinic, Dr. Katinka van der Merwe and her team use a Neurologic Recovery Program to help patients who are suffering from severe chronic pain like CRPS. They focus on Neurologic Rehabilitation and restoring balance to the Autonomic Nervous System. Dr. Katinka's world leading 12 Week Neurologic Rehabilitation program helps treat hopeless cases worldwide.

(1-2 sentences Insert a quote from the patient here, describing what life is like now with CRPS. Did you ever think you'd find hope? Why is this fundraiser so important to you?)

For more information about how to donate to support [Patient's Name's] journey to remission, please visit [his/her/their] GoFundMe fundraising page [add link here].

## Successful Mentions



yahoo!



The Philadelphia Inquirer



rsdsa  
SUPPORTING THE  
CRPS COMMUNITY



Aol.



The Daily Examiner

Daily Mail.com

news.com.au



## Success Story



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