

Writing a Captivating Honoree Bio

Honoree bios serve a very important purpose. Not only do they humanize the devastating effects of arthritis; they also bring greater awareness to the disease, making our mission to conquer and cure arthritis more relevant and meaningful. A well-written and strategically-used bio can draw attention to your website, media communication, presentations and more.

Writing a bio isn't difficult. However, it does require some time to gather information and put it all together. This guide includes tips, considerations and templates that will help you create a powerful and captivating bio.

Content Strategies

Content Strategy	Sample Honoree Bio
Give the basics so the reader can begin envisioning the honoree. Include a head shot photo to humanize the story and help connect to the audience.	<Photo of Joey Dunn> Joey Dunn 2017 Walk to Cure Arthritis, Detroit Youth Honoree 13 years old Oak City, Michigan Juvenile Rheumatoid Arthritis
Bring the honoree to life by telling the reader about him/her. Help readers better connect to the honoree by noting their hometown and state.	Joey Dunn is a smart and funny 13-year-old who lives in Oak City, Michigan. As a student at Monroe Middle School, he enjoys social science and hanging out with his friends during lunch.
What is the honoree's arthritis story? Be brief and use descriptive words to explain how devastating this disease is.	Joey was living a fairly normal life, until one morning when he was 6 years old. He woke up paralyzed by pain and screaming in agony. His parents, Ann and Sean, rushed Joey to the local emergency room where doctors tested him for a variety of conditions but found no answers.
Use quotes to personalize the honoree. Focus on the physical and emotional tolls of arthritis to evoke strong reader reactions.	"We were terrified by what this could be," says Ann. "And our hearts ached, knowing that our son was in pain and there was nothing we could do."
Tell the reader something about arthritis. Refer to the Arthritis by the Numbers facts and figures document for key statistics and messages. Help readers better connect to the story by localizing the content with data specific to the home state.	After more X-rays, MRIs and blood tests, Joey was finally referred to a pediatric rheumatologist who correctly diagnosed him with juvenile rheumatoid arthritis (JRA). JRA is one of the most common inflammatory rheumatologic conditions in children, which are estimated to affect approximately 300,000 children in the U.S., or one in every 250 kids nationwide. In Michigan, 10,500 kids have arthritis.
Bring the Arthritis Foundation into	Through the Arthritis Foundation, Joey's family found the information and

the story. Note how the honoree became involved and some of the programs, tools and resources that are available through the Foundation.	resources they needed to better understand arthritis and develop strategies for managing the disease. They attended a local JA family day, where they met and networked with other families affected by childhood arthritis, and participated in their first Walk to Cure Arthritis in 2016.
Tell us how the honoree is doing today and their hope for the future.	Since his diagnosis, Joey has struggled to find a combination of medication and therapy that effectively controls his pain and progression of the disease. He is currently in his third remission and is hopeful that, this time, his arthritis will not come back.
Wrap it up by noting the honoree's role at the event and their goals as related to their participation.	Joey is the youth honoree for this year's Walk to Cure Arthritis in Detroit. Through his involvement he hopes to raise awareness that kids get arthritis, too, and funds to support research aimed at finding a cure.

Example

Using the content strategy noted above, this is what Joey's bio looks like.



Joey Dunn
2017 Walk to Cure Arthritis, Detroit
Youth Honoree
13 years old
Oak City, Michigan
Juvenile Rheumatoid Arthritis

Joey Dunn is a smart and funny 13-year-old who lives in Oak City, Michigan. As a student at Monroe Middle School, he enjoys social science and hanging out with his friends during lunch.

Joey was living a fairly normal life, until one morning when he was 6 years old. He woke up paralyzed by pain and screaming in agony. His parents, Ann and Sean, rushed Joey to the local emergency room where doctors tested him for a variety of conditions but found no answers.

"We were terrified by what this could be," says Ann. "And our hearts ached, knowing that our son was in pain and there was nothing we could do."

After more X-rays, MRIs and blood tests, Joey was finally referred to a pediatric rheumatologist who correctly diagnosed him with juvenile rheumatoid arthritis (JRA).

JRA is one of the most common inflammatory rheumatologic conditions in children, which are estimated to affect approximately 300,000 children in the U.S., or one in every 250 kids nationwide. In Michigan, 10,500 kids have arthritis.

Through the Arthritis Foundation, Joey's family found the information and resources they needed to better understand arthritis and develop strategies for managing the disease. They attended a local JA family day, where they met and networked with other families affected by childhood arthritis, and participated in their first Walk to Cure Arthritis in 2016.

Since his diagnosis, Joey has struggled to find a combination of medication and therapy that effectively controls his pain and progression of the disease. He is currently in his third remission and is hopeful that, this time, his arthritis will not come back.

Joey is the youth honoree for this year's Walk to Cure Arthritis in Detroit. Through his involvement he hopes to raise awareness that kids get arthritis, too, and funds to support research aimed at finding a cure.

Template

Not all honorees are alike, so using this template will require flexibility to capture and convey your honoree's story. Don't be afraid to modify the structure when needed, but stick to the content strategies identified earlier.

[HONOREE'S NAME]
[EVENT YEAR, NAME AND CITY]
[HONOREE'S HOME TOWN AND STATE]
[HONOREE'S TITLE]
[HONOREE'S AGE] years old
[HONOREE'S DIAGNOSIS]

[HONOREE'S NAME] is a [NOUNS/ADJECTIVES THAT DESCRIBE THE HONOREE] who lives in [HOMETOWN, STATE]. As a [OCCUPATION, HOBBY, STUDENT STATUS] at [LOCATION], [HE/SHE] enjoys [THINGS HONOREE LIKES TO DO OR ENJOYS].

[HONOREE'S NAME] was living a fairly normal life, until [TELL THE HONOREE'S ARTHRITIS STORY USING DESCRIPTIVE WORDS THAT WILL HELP READERS UNDERSTAND HOW DEVASTATING ARTHRITIS IS. MAKE SURE TO INCLUDE THEIR DIAGNOSIS].

[QUOTE FROM HONOREE OR PARENT THAT ADDRESSES THEIR FEARS AND EMOTIONS REGARDING ARTHRITIS].

[DIAGNOSIS] is [PREVALENCE INFORMATION RELATED TO DIAGNOSIS OR ARTHRITIS IN GENERAL]. In [HONOREE'S HOME STATE], [STATISTIC RELATED TO ARTHRITIS IN HOME STATE].

Through the Arthritis Foundation, [HONOREE AND/OR FAMILY] found the information and resources they needed to [HOW THE ARTHRITIS FOUNDATION HELPED]. [HONOREE AND/OR FAMILY] attended a local [LIST 1-3 LOCAL ACTIVITIES HONOREE AND/OR FAMILY HAS PARTICIPATED IN].

Since [HIS/HER] diagnosis, [HONOREE'S NAME] has [DESCRIPTION OF HOW HONOREE HAS BEEN DOING SINCE DIAGNOSIS]. [HE/SHE] is [HOW HONOREE IS DOING TODAY AND THEIR HOPES WITH REGARD TO THEIR ARTHRITIS].

[HONOREE'S NAME] is the [HONOREE TITLE] for this year's [EVENT NAME] in [CITY]. Through [HIS/HER] involvement [HE/SHE] hopes to [DESCRIPTION OF WHAT THEY HOPE TO ACCOMPLISH AS THE HONOREE].

When writing a bio, consider these tips:

- **Write in third person perspective**
 - INCORRECT: "I was diagnosed when I was 10 years old with juvenile rheumatoid arthritis."
 - CORRECT: "Joey was diagnosed when he was 10 years old with juvenile rheumatoid arthritis."
- **Include the honoree's name, age and hometown.**
 - "Joey Dunn is 13 years old and lives in Oak City, Michigan."
- **Do not exceed 300 total words.**
 - Not sure how long your bio is? In a Word document, use the Word Count feature on the Review tab to determine the number of words in your bio.
- **Do not include specific drug names, like Methotrexate or Enbrel.**
 - INCORRECT: "Joey was getting weekly injections of Methotrexate."
 - CORRECT: "Joey was getting weekly injections of a chemotherapy drug."
- **In most cases, disease names should not be capitalized.**
 - INCORRECT: "Joey was diagnosed with Juvenile Rheumatoid Arthritis."
 - CORRECT: "Joey was diagnosed with juvenile rheumatoid arthritis."

Note: For headlines, capitalize the disease type. In sentence-style photo captions, do not capitalize; but if in a vertical listing of name, location, etc., do capitalize.

- **In most cases, professional titles should only be capitalized when preceding a full name.**
 - INCORRECT: "John Jones is a Vice President at National Bank and responsible for customer service."
 - CORRECT: "John Jones is a vice president at National Bank and responsible for customer service."
 - CORRECT: "National Bank Vice President John Jones is responsible for customer service."

Note: For additional grammatical, punctuation and other rules around consistency, refer to the [Writing Style & Standards Guide](#).

Resources

[Samanage](#)

- Honoree Bio / Stand Alone Webpage Request
 - Use this form when you want your honoree bio reviewed AND uploaded to your event website page.
- Review Materials
 - Use this form when you only want your honoree bio reviewed.

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