



SOCIAL MEDIA TOOLKIT

#Race4Hope

#Race4Hope Social Channels



@curebraintumors



facebook.com
/RFHDC



race4hope

CONNECT WITH US



racedc@curebraintumors.org

Sample Tweets

- Join me at the #Race4Hope on May 6th in Washington, DC to help @curebraintumors! Register at www.curebraintumors.org.
- The #Race4Hope raises much needed funds for #braintumor research! Join me on May 6th at Freedom Plaza in DC! www.curebraintumors.org @curebraintumors
- Donate today to help @curebraintumors! www.curebraintumors.org #Race4Hope DC – May 6, 2018, Freedom Plaza.
- #BrainTumor research is critically underfunded. Help me change that! Donate today at www.curebraintumors.org. #Race4Hope May 6, 2018, Freedom Plaza, DC

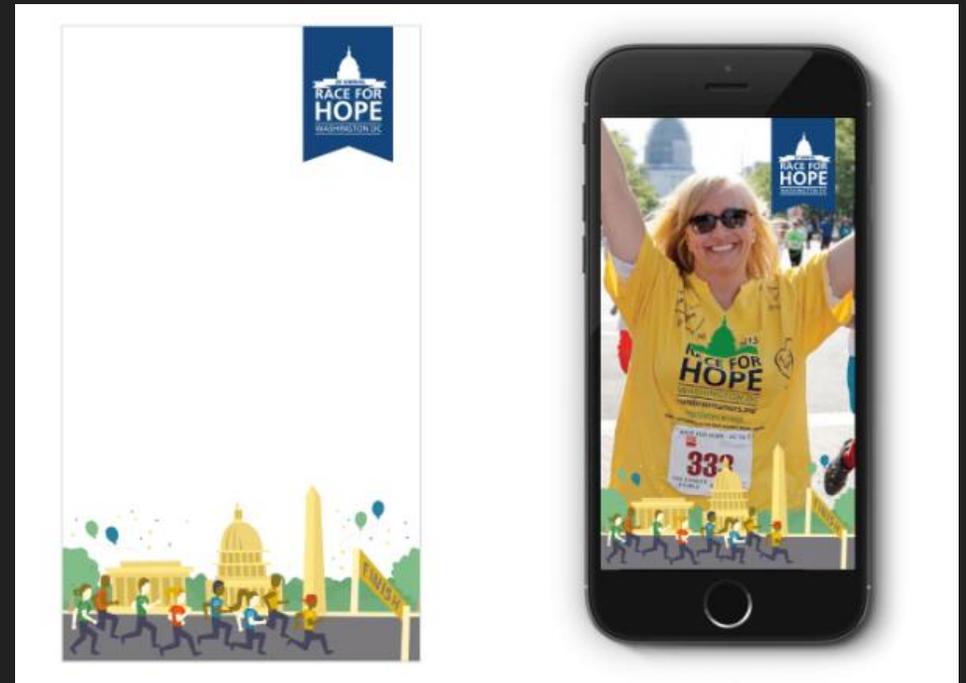
Posting on Facebook, Twitter and Instagram

- Make sure to include the link to your personal fundraising page (or your team's page)
- Post more than once! Donors have told us it is often the third reminder that prompts their donation.
- Include photos and your personal story, let your friends know why this is important to you
- Say THANK YOU! Tag your friends who have donated to thank them for their support!
- Use the #Race4Hope hashtag and feel free to tag the [RFHDC Facebook page!](#)

Snapchat



- Use our fun geofilters on Snapchat to share your race experience! Be on the lookout for them on Race Day!



Promote the #Race4Hope on Social



Click [HERE](#) for:
web banners and badges
2018 #Race4Hope Posters
2017 #Race4Hope Video

[Race for Hope Research Timeline](#)

Key Brain Tumor Facts

- Nearly 700,000 Americans are living with a brain tumor.
- Nearly 16,000 deaths every year due to brain tumors.
- Leading cause of cancer-related death in children under the age of 14.
- Brain tumors can affect anyone at any age – they do not discriminate against age, gender, race, or ethnicity.
- More so than any other cancer, malignant brain tumors can have life- altering physical and cognitive effects.

How can a donation help?

- \$1,000 will pay to decode the tumor genetics for one brain tumor patient
- \$5,000 will pay for 250 hours of research
- \$10,000 will pay for 2,000 compound tests for drug selection
- \$ 40,000 can pay for developing a mouse model for drug testing