



## Social Media Engagement

### Make The Direct Ask.

There's no need to be shy about asking for money for a cause you believe in. The key is to ask for donations in a way that makes your friends and family understand why you're supporting cancer research and why they should too. Also, make sure to be clear in what you're asking people to do. Include one straightforward call to action in each post, whether that is to donate, to spread your message by sharing your post, or to do something else. Here are a few examples:

*I'm (We're) fundraising for cancer research in honor of my father, who is fighting the disease. Together we have the power to help save more lives. Donate today to @Stand Up To Cancer, which is getting new treatments to patients faster than ever before.*

*I'm (We're) raising money for @SU2C an organization where 100% donations received supports SU2C and its collaborative cancer research programs. Please if you know someone touched by cancer and help spread the word about our fundraiser to help end cancer as we know it. [add link to your fundraiser]*

### Pro Tips:

- Establish a clear fundraising goal that you want to reach, and report on your progress.
- Make it simple by suggesting a specific, reasonable donation amount—e.g., “Donate \$25 today and help fund cancer research.”

Engage the media to help spread awareness.

When speaking with the media or posting on social media, here is some information you can share about SU2C:

- Donations to Stand Up To Cancer support collaborative cancer research focused on team science.
- Stand Up To Cancer is a movement started in 2008 by nine women in the entertainment and news industry to raise funds for breakthrough cancer research that can get new therapies to patients quickly and save lives.
- For more information on Stand Up To Cancer, go to [StandUpToCancer.org](http://StandUpToCancer.org).

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### Customized Social Media

If you are considering creating customized social media materials for your fundraiser using our logo and/or our name, please let us know so we can approve your usage or work with you on a path forward.

### SU2C Handles and Hashtags

Feel free to tag us through your fundraiser. We love to see our community Stand Up To Cancer! **#StandUpToCancer**

Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#).