



2019 Annual Spring Celebration Social Media Tool Kit



This toolkit is a guide for social media surrounding the **Annual Spring Celebration on May 16, 2019**. We hope you will share your involvement with your supporters and followers. We look forward to and appreciate your support of our benefit gala through social media! Thank you!




BACKGROUND INFORMATION

- This is the 10th Annual Spring Celebration.
- Since 2008, Solving Kids' Cancer has funded 37 research projects.
 - Funded 28 projects that introduced new treatment options for kids with the most fatal childhood cancers.
 - Funded 9 preclinical "discovery" projects with the goal of advancing promising ideas from the lab to the clinic.
- Solving Kids' Cancer was founded in 2007 by two NYC families who lost their children to childhood cancer.
- Solving Kids' Cancer funded projects can be found in over 117 pediatric cancer centers across 25 countries.



OVERALL SOCIAL MEDIA POINTERS

- Please follow Solving Kids' Cancer on Facebook, Twitter & Instagram for tweets, posts, and photos relating to the event. to share, retweet or regram posts

	2019 Annual Spring Celebration
	facebook.com/SolvingKidsCancer
	instagram.com/SolvingKidsCancer
	twitter.com/SolveKidsCancer

- Post tweets, posts and photos and include our handle **@SolvingKidsCancer** along with the official hashtags **#SolvingKidsCancer #PuttingKidsFirst**
- Share, retweet, and regram Solving Kids' Cancer posts. If you have posts that you would like us to share, let us know by including our handle **@SolvingKidsCancer** along with the official hashtags **#SolvingKidsCancer #PuttingKidsFirst**

CONTENT SUGGESTIONS FOR EACH SOCIAL MEDIA CHANNEL

- **Show your excitement leading up to the day.**



Looking forward to seeing **@insertcelebritytwitterhandle** at **@SolveKidsCancer #SpringCelebration2019** on May 16th!
#SolvingKidsCancer #PuttingKidsFirst



[post] a photo of the invitation] Celebrate the renewal of spring and children everywhere at **#SpringCelebration2019** with **@SolveKidsCancer** on May 16th! Tickets can be purchased online at www.SolvingKidsCancer.org/2019SpringCelebration/. **#PuttingKidsFirst**



Come celebrate the renewal of spring and children everywhere at the **#SpringCelebration2019** with @SolveKidsCancer on May 16th! Tickets can be purchased online at www.SolvingKidsCancer.org. **#PuttingKidsFirst**



[post a photo of the invitation] On May 16th, I'll be attending the **#SpringCelebration2019** for **@SolvingKidsCancer**, an amazing event that helps create new treatment options for children with the most fatal childhood cancers. www.SolvingKidsCancer.org **#PuttingKidsFirst**



[post a selfie photo on instagram] Looking forward to the **#SpringCelebration2019 @SolvingKidsCancer** on May 16th to raise research dollars to help cure childhood cancer. **#SolvingKidsCancer #PuttingKidsFirst**

- **Promote childhood cancer awareness!**



Cancer kills more children in the U.S. than any other disease but **@SolveKidsCancer** is fighting to help **#CureChildhoodCancer**.



Help bring new and more effective treatment options to children with the most fatal childhood cancers. Donate to **@SolvingKidsCancer** at <http://www.SolvingKidsCancer.org/>



#SolvingKidsCancer is not just their name, it's their mission. **@SolveKidsCancer #PuttingKidsFirst**



Every Kid Deserves to Grow Up. Happy to support such a worthy organization like **@SolvingKidsCancer** to help children battling cancer today. **#SpringCelebration2019 #PuttingKidsFirst [accompany with photo of invite or selfie]**



[post a selfie photo] Spring is here and time to celebrate at the **#SpringCelebration2019** with **@SolvingKidsCancer** on May 16th! I'll be there with **@insertinstagramhandle** - stay tuned for lots of photos! **#PuttingKidsFirst**