

FUNDRAISER

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DIY SOCIAL MEDIA ASSET TOOLKIT

Click on the links below to download the following assets to post on your personal social media platforms with the provided suggested post copy.

SET ONE: EVERY 12 MINUTES

TWITTER:

GRAPHIC: [Hospital \(Twitter Graphic\)](#)

POST COPY: *Every 12 minutes, a woman in the U.S. dies from #breastcancer. These moments change everything for the families impacted by this disease. We can't allow this to continue. Together, we can find the cures & end this disease forever. Will you donate to my fundraiser today? **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

FACEBOOK/INSTAGRAM:

GRAPHIC: [Hospital \(Facebook & Instagram Graphic\)](#)

POST COPY: *Every 12 minutes, a woman in the U.S. dies from breast cancer. These moments change everything for the families impacted by this disease. We can't allow this to continue. Together, we can find the cures & end this disease forever. I'm raising money in support of Susan G. Komen during National Breast Cancer Awareness Month. Please consider donating to my fundraiser today: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET TWO: MOMENT

TWITTER:

GRAPHIC: [Facetime \(Twitter Graphic\)](#)

POST COPY: *It was 5:34 pm when she found out she qualified for treatment assistance from @SusanGKomen, helping her afford the gas she needed to drive to her #breastcancer treatments. Donate to my fundraiser today to help people in need: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

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FACEBOOK/INSTAGRAM:

GRAPHIC: [Facetime \(Facebook & Instagram Graphic\)](#)

POST COPY: *She'll always remember what happened on March 31. It was 5:34 pm when she found out she qualified for treatment assistance from @SusanGKomen, helping her afford the gas she needed to drive to her breast cancer treatments. Donate to my fundraiser today to help others in need in honor of National Breast Cancer Awareness Month: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET THREE: 1 IN 8

TWITTER:

GRAPHIC: [1 in 8 \(Twitter Graphic\)](#)

POST COPY: *Look at this statistic and think about all of the incredible women in your life. This cannot go on! That's why I am fundraising in support of @SusanGKomen and their mission to end #breastcancer. Will you support me and donate to my fundraiser? **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

FACEBOOK/INSTAGRAM:

GRAPHIC: [1 in 8 \(Facebook & Instagram Graphic\)](#)

POST COPY: *Look at this statistic and think about all of the incredible women in your life. This cannot go on! That's why I am fundraising in support of @SusanGKomen and their mission to end #breastcancer. Please support me and donate to my fundraiser in honor of National Breast Cancer Awareness Month: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET FOUR: METASTATIC BREAST CANCER

TWITTER:

GRAPHIC: [Metastatic breast cancer \(Twitter Graphic\)](#)

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POST COPY: *This year alone, #metastatic #breastcancer will kill more than 42,000 people in the US. That's like a sold-out major league baseball stadium disappearing. Join me in taking action and donate to my @SusanGKomen fundraiser: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

FACEBOOK/INSTAGRAM:

GRAPHIC: [Metastatic breast cancer \(Facebook & Instagram Graphic\)](#)

POST COPY: *That's like a sold out major league baseball stadium disappearing every year. Join me in taking action against breast cancer this October and donate to my @SusanGKomen fundraiser. Together, we can make a difference! **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET FIVE: MORE THAN 275,000

TWITTER:

GRAPHIC: [More than 275 \(Twitter Graphic\)](#)

POST COPY: *This is an unacceptable statistic. I am fundraising for @SusanGKomen to help them support #breastcancer patients who need it today & search for the cures. Together, we can make an impact in the lives of so many! Please help me reach my fundraising goal & donate today: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

FACEBOOK/INSTAGRAM:

GRAPHIC: [More than 275 \(Facebook & Instagram Graphic\)](#)

POST COPY: *This is an unacceptable statistic. I am fundraising for @SusanGKomen to help them support breast cancer patients who need it today and search for the cures. Together, we can make an impact in the lives of so many! Please help me reach my fundraising goal and donate today: **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET SIX: CRITICAL NEEDS

TWITTER:

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GRAPHIC: [Komen Funds \(Twitter Graphic\)](#)

POST COPY: *I am raising money for @SusanGKomen to help meet critical needs in our communities and invest in #breastcancer research that will save lives! Will you help me reach my fundraising goal? Give what you can today:*
INSERT LINK TO YOUR DIY FUNDRAISING LINK

FACEBOOK/INSTAGRAM:

GRAPHIC: [Komen Funds \(Facebook & Instagram Graphic\)](#)

POST COPY: *I am raising money for @SusanGKomen to help meet critical needs in our communities and invest in breast cancer research that will save lives! Will you help me reach my fundraising goal? Give what you can today:*
INSERT LINK TO YOUR DIY FUNDRAISING LINK

SET SEVEN: MICHAEL DOUGLAS QUOTE

TWITTER:

GRAPHIC: [“Cancer didn’t bring me to my knees. It brought me to my feet.” – Michael Douglas \(Twitter Graphic\)](#)

POST COPY: *Cancer survivor Michael Douglas said it best. I'm taking action against #breastcancer by fundraising in support of @SusanGKomen and their mission to save lives. Please consider donating to my fundraiser today!*
INSERT LINK TO YOUR DIY FUNDRAISING LINK

FACEBOOK/INSTAGRAM:

GRAPHIC: [“Cancer didn’t bring me to my knees. It brought me to my feet.” – Michael Douglas \(Facebook & Instagram Graphic\)](#)

POST COPY: *Cancer survivor Michael Douglas said it best. I'm taking action against breast cancer by fundraising in support of @SusanGKomen and their mission to save lives from this horrible disease. Please consider donating to my fundraiser today!* **INSERT LINK TO YOUR DIY FUNDRAISING LINK**

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SET EIGHT: KOMEN HELPLINE

GRAPHICS: [Helpline \(Twitter Graphic\)](#)
[Helpline \(Facebook Graphic\)](#)

POST COPY: *Did you know Komen's Breast Care helpline is experiencing increased demand for COVID-19 related concerns from those affected by breast cancer? Help ensure the Komen Helpline is well staffed to help those in need by donating to my Susan G. Komen Fundraiser today! **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

SET NINE: TREATMENT ASSISTANCE

GRAPHICS: [Treatment Assistance \(Twitter Graphic\)](#)
[Treatment Assistance \(Facebook Graphic\)](#)

POST COPY: *Women should not be forced to make the hard choice between paying for the treatment they need or feeding their family. As many breast cancer patients find themselves out of work due to the COVID-19 pandemic, your help is needed now more than ever. Donate to my Susan G. Komen Fundraiser today! **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

Additional suggested copy to use with any of the above social media assets:

*Donate to my Susan G. Komen Fundraiser today-to support the urgent needs among our breast cancer community today and ensure that support continues in the future. United, we can make a difference in the fight against breast cancer. **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

*Please consider donating to my Susan G. Komen Fundraiser. Your support will help make a difference for those who are among the most vulnerable to COVID-19 and the economic pressures it presents. Our loved ones are counting on us. **INSERT LINK TO YOUR DIY FUNDRAISING LINK***

Today I've challenged myself to get [xx] donations to my Susan G. Komen Fundraiser, to help support those most vulnerable to COVID-19. So far, [xx] people have generously donated (thank you [tag] [Insert Name], [Insert Name], and [Insert Name]!); can you help me

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get [xx] more? Give what you can! Or if you've already donated, please share this request! Thank you for your support! [INSERT LINK TO YOUR DIY FUNDRAISING LINK](#)

During these uncertain times, I'm committed more than ever to reach my Susan G. Komen Fundraising goal. The women and men in our breast cancer community rely on our support. Please help me reach my goal and donate today. [INSERT LINK TO YOUR DIY FUNDRAISING LINK](#)

During these uncertain times, I am more committed than ever to reach my Susan G. Komen Fundraising goal. Breast cancer patients are among those at highest risk of COVID-19, and they need our help. Please help me reach my goal and donate today. [INSERT LINK TO YOUR DIY FUNDRAISING LINK](#)