



GET SOCIAL FOR #TeamRoswell

Tell your story.

Social media makes it easy to let the world know that you're a champion for cancer cures! Share why you've joined Team Roswell and inspire others to donate toward your fundraising goal.

Time it right.

Once you're signed up online, get the word out by sharing your personal page on Facebook, Twitter, LinkedIn, Instagram and even Snapchat! Use these social media platforms to update your friends and family on your fundraising progress and share photos from your event. Lastly, always thank your donors for their support!

Add hashtags.

Hashtags make it easy for the entire social community to rally around a cause. Use #TeamRoswell in your posts and with your photos to create awareness of your participation. Search for this hashtag and join a larger conversation with others and the Roswell Park community.

 facebook.com/teamroswell

 @Team_Roswell

 @TeamRoswell

Easy tips:

- **Download our app**
Easily connect our app with your different social media accounts to make posting even easier!
- **Tweet for support**
Tweet your personal URL and ask others to "Donate now" or "Share this!" Make sure to include #TeamRoswell.
- **Tap into your professional network**
Share why you joined Team Roswell in the fight against cancer on LinkedIn and ask contacts and colleagues for their support.
- **Use your best manners**
Thank your donors publicly using social media. Include a link to your personal page so that others can donate and see your progress!
- **Check in on event day**
Post to Facebook while you are at your event. Give your followers an inside look at event setup or go live and inspire last-minute donations.

benefiting



TeamRoswell.org

SAMPLE SOCIAL MEDIA POSTS

Not sure where to start? Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don't forget to add a link to your personal fundraising page and to upload photos that tell your story.

Facebook

1. Over 1.7 million Americans will be diagnosed with cancer this year. Give them hope for a cure by donating to my efforts. #TeamRoswell <Insert URL for your personal fundraising page>
2. Join me and be a champion for cancer cures! #TeamRoswell <Insert URL for your personal fundraising page>
3. I'm (explain what you're doing) for cancer cures! Support me in this fight! #TeamRoswell <Insert URL for your personal fundraising page>
Example - I'm (running, baking, singing, etc.) for cancer cures! Support me in this fight! #TeamRoswell <Insert URL for your personal fundraising page>
4. Support me in my mission to fund (cancer type) cancer research at @RoswellPark! #TeamRoswell <Insert URL for your personal fundraising page>
Example - Support me in my mission to fund (breast, lung, colon, etc.) cancer research at @RoswellPark! #TeamRoswell <Insert URL for your personal fundraising page>
5. I'm a champion for cancer cures because I want to live in a world free of cancer. Join me in my quest to help find cures! #TeamRoswell <Insert URL for your personal fundraising page>

Twitter

1. I've joined #TeamRoswell in the fight against cancer! <Insert URL for your personal fundraising page>
2. RT and show your support! #TeamRoswell <Insert URL for your personal fundraising page>
3. Donations to @RoswellPark provide seed funding needed to launch new research programs – this is why I'm #TeamRoswell! <Insert URL for your personal fundraising page>
4. On average, every dollar donated to @RoswellPark leads to an additional \$13 in new grant funding. Will you help me reach my goal? #TeamRoswell <Insert URL for your personal fundraising page>
5. The future of cancer research is being discovered at @RoswellPark. I'm #TeamRoswell because I want to help them succeed. <Insert URL for your personal fundraising page>
6. Thank you to all those who have helped me reach my goal through #TeamRoswell! Together we will find a cure. <Insert URL for your personal fundraising page>

LinkedIn

1. This year, I'm a part of #TeamRoswell and championing for cancer cures. Funds raised through Team Roswell allow the scientists and physicians at Roswell Park to advance cutting-edge research and provide compassionate quality-of-life programs for our patients at times when they need them most. Give hope to some of the 36,000+ patients who turn to Roswell Park for hope each year by donating to my effort. <Insert URL for your personal fundraising page>
2. Finding a cure for [cancer type] is very near to my heart. It's why I am a champion for cancer cures as a member of #TeamRoswell. Your donation to Roswell Park Comprehensive Cancer Center is used for cutting-edge research and compassionate patient-care programs. If you have the ability to donate, I would really appreciate it. Every bit helps to finding a cure! <Insert URL for your personal fundraising page>
3. The fight against cancer requires the efforts of so many. I wanted to take the time to thank all those who have donated to my #TeamRoswell event. Your support means so much to me, and it means a lot to the more than 36,000 patients who turn to Roswell each year. Together, we will find a cure! <Insert URL for your personal fundraising page>