



Scholarship Fundraiser Social Media Toolkit

Thank you for joining us in amplifying the message about Stupid Cancer's annual conference for the adolescent and young adult (AYA) cancer community: CancerCon Live. This toolkit serves as a guide to empower you in spreading the word and ensuring that as many AYAs as possible benefit from this life-changing event!

- **Conference dates:** August 15 - 18, 2024
- **Fundraiser page:** <https://stpdcn.cr/CCL24-FUND>
- **Posting timeframe:** now through week of August 15th
- **Captions:** suggested copy for each social media platform included below. You may edit these or even write your own caption to better fit your voice!
- **Graphics:** Available [here](#)
- **Hashtags:** #CCL24 #CancerCon

Resources:

Thank you so much for your support! Show your generosity off and get all your friends, family and coworkers into the giving spirit by sharing about your donation and/or fundraiser to Stupid Cancer by using these graphics.

Please be sure to include the link to our fundraising page when sharing any of the story graphics or videos.

And remember every dollar raised will go towards awarding scholarships to AYAs in need of financial support to attend CancerCon Live.

- [Social Media Graphics](#)

Post ideas:

- Instagram story (with link) invitation to join you in donating this year or starting a fundraiser themselves.
- See how many donations you can get in an hour by sharing the [Flip Cancer the Bird Donation Game](#) on Instagram stories. Simply cross out the Flip icons on the graphic as donations come in.
- Video of you explaining your relationship with Stupid Cancer and why to participate in our CancerCon fundraiser
- Share your personal tips/ideas to your network on how they can help if they are unable to contribute financially at this time

Sample Caption Copy

Please tag Stupid Cancer in all your posts and make sure you mention #CCL24 and #CancerCon in the caption.

X: I'm proud to support the CancerCon Live Scholarship Fund! This fund helps AYAs with financial challenges attend CancerCon Live, a life-changing experience for those affected by cancer. Your donation can make a huge difference. Please consider donating or starting your own fundraiser: stpdcn.cr/CCL24-FUND

Instagram: Join me in supporting the CancerCon Live Scholarship Fund! By donating, you're helping AYAs in need of financial support attend this incredible event. Let's give everyone the chance to experience the support and community at CancerCon Live. Start your own fundraiser or donate today!

Visit the link in my bio to join in. #CCL24 #CancerCon

Facebook/LinkedIn: I'm proud to support the CancerCon Scholarship Fund! This fund helps AYAs with financial challenges attend CancerCon Live in Austin, TX. Your donation can make a huge difference in someone's life. Please consider donating or starting your own fundraiser to help us reach our goal! stpdcn.cr/CCL24-FUND