



Communication Guide

Thank you! We're thrilled to have your participation as a Giving Tuesday Champion. You are ready to fundraise. What's next?

Share! Get the word out to friends, family, coworkers, etc. in any way that feels right to you. You can share on social media, send an email, or share details in conversation.

This Communication Guide is designed to assist you as you share your goal!

Social Media Guide

To reach as many potential connections as possible, here are some recommendations:

- Posting frequently increases the chances that friends, family, and peers learn about your fundraising efforts.
- Share personal messages and photos – **Your** story matters!
- Include your Fundraising Page URL
- Use the hashtags #GivingTuesday2024 #KidsKickingCancer #SupportChildren
- Here are Call to Action examples to help motivate and inspire others
 - Giving Tuesday is just around the corner! This year, I'm supporting Heroes Circle | Kids Kicking Cancer to help children with cancer and other serious illnesses. Every donation counts - let's make a difference together!
 - Join me this Giving Tuesday in supporting Heroes Circle | Kids Kicking Cancer! Together, we can bring hope and purpose to children with cancer and other serious illnesses.
 - Proud to support Heroes Circle | Kids Kicking Cancer this Giving Tuesday. Every donation helps provide essential care and support to children battling cancer and other serious illnesses. Let's make a big impact together!

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Graphics

- Download 2024 Giving Tuesday [Social Media Profile Picture](#) to use as your profile picture while you fundraise
- Download 2024 Giving Tuesday [Social Media Post Graphic](#) to add to your posts

Email and Conversation Guide

Whether you are drafting an email or having a conversation with a friend, the best formula for making your case is this one:

1. Mission
2. Demand
3. Story
4. Impact

1. The mission of Heroes Circle | Kids Kicking Cancer is to ease the pain, stress and trauma of children while empowering them to heal physically, spiritually and emotionally.
 - You can personalize this by talking about some of the different programs that are offered, what our Martial Artists do, or anything else you feel may be helpful to describe our services.
2. Today, demand for programming is greater than ever before. In the past year, the organization has experienced an astounding 172% growth rate. With access remaining 100% free to participants and their families, all philanthropic support provides immediate and needed impact.

3. This part is totally up to you!

Some questions to get you thinking about your story:

- How long have you been involved with Heroes Circle | Kids Kicking Cancer?
- How did you find out about the organization?
- What programming or events have you or your family been involved in?

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- Why has being involved with Heroes Circle | Kids Kicking Cancer been important? How has it made a difference in your life?
 - Sharing powerful stories with others can sometimes be the best way to connect them with your experiences.

- 4. By making a gift, you will not only be helping me reach my goal, but you will also be helping children experiencing serious illnesses gain access to a community of therapeutic care they may not have otherwise had.
 - This can be personalized to talk about your specific goal, for example: By making a donation, you will not only be helping me reach my goal of \$500, you will also be helping children in hospitals being treated for serious illness gain access to a community of care...”

- 5. Share your Fundraising Page URL

Sample Email

Subject: Be a Champion this Giving Tuesday!

Dear [Recipient's Name],

This Giving Tuesday, I'm proud to support Heroes Circle | Kids Kicking Cancer in their mission to ease the pain, stress and trauma of children while empowering them to heal physically, spiritually and emotionally. Today, demand for programming is greater than ever before. Just this past year, they experienced an astounding 172% growth rate. With access remaining 100% free to participants and their families, all philanthropic support provides immediate and needed impact.

As a family who participates in Heroes Circle | Kids Kicking Cancer, we know firsthand the difference this community can make in the lives of children battling cancer and other serious illnesses. (share experience)

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By making a gift, you will not only be helping me reach my goal of **[your goal amount]**, but you will also be helping children experiencing serious illnesses gain access to a community of care they may not have otherwise had. Every dollar makes a difference.

Please follow this link **[add fundraising page link]** and give the gift of Power. Peace. Purpose. to children in need!

With gratitude,

[Your Name]

Additional Questions?

We are here to support you! Reach out to:

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