



Social media tips and tricks



Social media can be a powerful fundraising tool. It helps you tell everyone about your fundraiser, why childhood cancer clinical research and support is so important and the work of Foundation. When people understand the full story, it will help encourage those donations.

Who we are

Our values statements can help you with writing your messages. Our about us page has useful wording and statistics you can use also.

Children's cancer - it shouldn't happen. But sadly, it still does.

The challenge of children's cancer is real. We won't rest until it's gone.

We know better, kinder treatment is possible, and we're making it happen.

We stand united with researchers, doctors and families, committed to being the change-makers.

Together we are stronger; together we look to the day were childhood cancer is gone.

Creating great content!

Draft before you post

Stuck for words? Write from the heart and explain why you've decided to fundraise for the Foundation.

Need inspiration? Find some examples over the page.

Check the links

Always check that you're linking to the correct page for your supporters.

This could be our website or your individual fundraising campaign page. **Bit.ly** is a great tool to shorten long links.

Share it

If you like, **making your posts public and shareable** makes it easy for others to help you spread the word too.

Share engaging photos

Post some fun photos that show what your fundraiser is all about. Free, easy to use online graphic design tools like Canva can help you create eye catching designs.

If you would like to **add our "Proudly Supporting Children's Cancer Foundation" logo** to your post, **email us** and we will send it over to you.

Please tag us

We love seeing the awesome work our fundraisers are doing. This also helps your supporters find us, so please tag us whenever you post.

Our social handles and hashtags are below.

Say thank you

Thanking your supporters on social media for their donation no matter how big or small is a **wonderful gesture and another way to generate interest in your fundraiser.**

Inspiring post and text examples



Engaging image

Fundraiser Link

Tag us



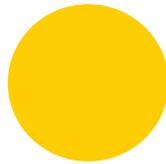
I'm fundraising for @childrenscancerfoundationau by XXXX on the XXXXX. All money raised will go to finding better, kinder treatments for childhood cancer patients. You can help me support them by donating via the link below. <insert fundraising page link>

Since 1992 the @childrenscancerfoundationau has been working hard to help find kinder treatments for childhood cancer. During this time they have distributed over \$52 million to support clinical trials, clinical research, clinical care and family support. That is why I have chosen to XXXXX in support of the foundation. Together we can help make childhood cancer gone. <insert fundraising page link>

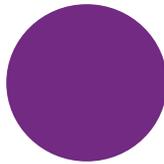
Around 1000 Australian children are diagnosed with cancer each year. One in five won't survive, and those that do are left with devastating side effects. I am fundraising for @childrenscancerfoundationau who fund world-class clinical research and clinical care, and quality family support programs. Help see the day where childhood cancer is gone. <insert fundraising page link>

Feel free to use our brand elements

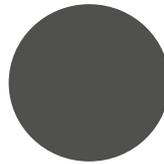
Our colours



Yellow



Purple



Dark Grey



Light Grey

“Proudly supporting Children’s Cancer Foundation” logo



(Full colour)



(Mono)



(Reversed)

Our social handles

@childrenscancerfoundationau @childrenscancerfoundationau @ccf_mdI

You can also use our official hashtags

#childrenscancerfoundationau #lettingchildrenshine #fundingexcellenceandlove



If there is any else you’d like to know,
our team are here to help.

Contact us on **03 7001 1450** or send us a note
at **hello@childrenscancerfoundation.com.au**

Annual Fundraisers to join

Murray to Moyne Cycle Relay in April

Run Melbourne in July

Hair Dare Day in September
(Childhood Cancer Awareness Month)