




BIG CLIMB

Social Toolkit

NATIONAL SPONSOR

abbvie



CLIMB CONQUER CURE

Please use the following assets to help guide your social media activity for your Big Climb participation.

Don't forget to personalize and share your own stories, photos and experiences as much as possible as well.

Click on the images to download to your phone or computer.

Hashtags: #BigClimb, #ClimbConquerCure, #CancelBloodCancer

FOLLOW THE LEUKEMIA & LYMPHOMA SOCIETY ON SOCIAL MEDIA



[@LLSusa](https://www.facebook.com/LLSusa)



[@LLSusa](https://twitter.com/LLSusa)



[@LLSusa](https://www.instagram.com/LLSusa)



[@LLSusa](https://www.linkedin.com/company/LLSusa)



[@LLSusa](https://www.tiktok.com/@LLSusa)



**BIG
CLIMB®**

GRAPHIC 1 – SUGGESTED SOCIAL COPY & VISUAL

Posting Timing: At least a month prior to event

FACEBOOK

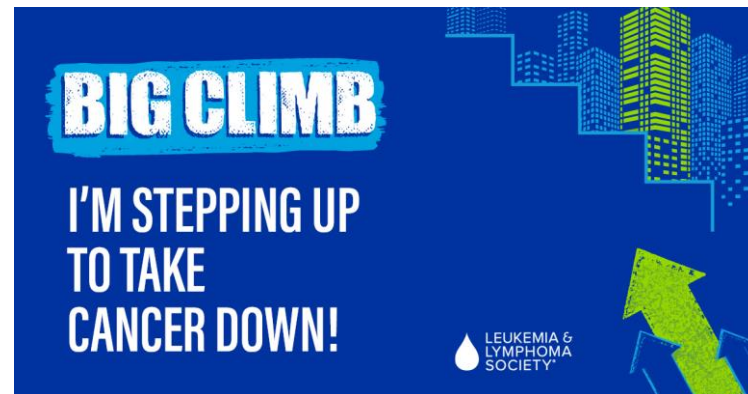
I'm stepping to take cancer at the [@LLSusa's](#) #BigClimb in **(ENTER CITY)** on May 15th! I'm taking steps towards a world without blood cancer. Your support will help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Donate: [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



TWITTER

I'm stepping to take cancer at [@LLSusa's](#) #BigClimb in **(ENTER CITY)** on 5/15! I'm taking steps towards a world without blood cancer. Help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Donate: [\[Add your fundraising link here\]](#)



GRAPHIC 1 – SUGGESTED SOCIAL COPY & VISUAL (CONT.)

Posting Timing: At least a month prior to event

LINKEDIN

I'm stepping ☐ to take cancer ☐ at [The Leukemia & Lymphoma Society's](#) #BigClimb in **(ENTER CITY)** on May 15th! I'm taking steps towards a world without blood cancer. Your support will help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Donate: [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



INSTAGRAM

I'm stepping ☐ to take cancer ☐ at [@LLSusa's](#) #BigClimb in **(ENTER CITY)** on May 15th! I'm taking steps towards a world without blood cancer. Your support will help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Please donate at the link in my bio. #CancelBloodCancer #ClimbConquerCure

*Include your fundraising page in your link in bio



GRAPHIC 2 – SUGGESTED SOCIAL COPY & VISUAL

Posting Timing: At least 3 weeks prior to event

FACEBOOK

I'm climbing to help conquer blood cancer on May 15th in **(ENTER CITY)**! [@LLSusa's](#) #BigClimb helps support cutting edge projects in the most promising areas of cancer research. Donate today to make a difference in the fight against blood cancer! [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



TWITTER

I'm climbing to help conquer blood cancer on 5/15 at [@LLSusa's](#) #BigClimb in **(ENTER CITY)**! My participation helps fund cutting edge #cancer research projects by LLS that have led to breakthrough treatments. Help me make a difference: [\[Add your fundraising link here\]](#)



GRAPHIC 2 – SUGGESTED SOCIAL COPY & VISUAL (CONT.)

Posting Timing: At least 3 weeks prior to event

LINKEDIN

I'm climbing to help conquer blood cancer on May 15th in **(ENTER CITY)**! [The Leukemia & Lymphoma Society's](#) #BigClimb helps support cutting edge projects in the most promising areas of cancer research. Donate today to make a difference in the fight against blood cancer!

[\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



INSTAGRAM

I'm climbing to help conquer blood cancer on May 15th in **(ENTER CITY)**! [@LLSusa's](#) #BigClimb helps support cutting edge projects in the most promising areas of cancer research. Donate today to make a difference in the fight against blood cancer at the link in my bio.

#CancelBloodCancer #ClimbConquerCure

**Include your fundraising page in your link in bio*



GRAPHIC 3 – SUGGESTED SOCIAL COPY & VISUAL

Posting Timing: At least 2 weeks prior to event

FACEBOOK

Our goal? ZERO minutes. That's why I am teaming up with [@LLSusa's](#) #BigClimb, climbing up to take cancer down. Support me in taking the fight against blood cancer to new heights! Visit my page to donate today: [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



TWITTER

Our goal? ZERO minutes. That's why I am teaming up with [@LLSusa's](#) #BigClimb, climbing up to take cancer down. Support me in taking the fight against blood cancer to new heights! Visit my page to donate today: [\[Add your fundraising link here\]](#)



GRAPHIC 3 – SUGGESTED SOCIAL COPY & VISUAL (CONT.)

Posting Timing: At least 2 weeks prior to event

LINKEDIN

Our goal? ZERO minutes. That's why I am teaming up with [The Leukemia & Lymphoma Society's](#) #BigClimb, climbing up to take cancer down. Support me in taking the fight against blood cancer to new heights! Visit my page to donate today: [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



INSTAGRAM

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*Include your fundraising page in your link in bio



GRAPHIC 4 – SUGGESTED SOCIAL COPY & VISUAL

Posting Timing: At least 1 week prior to event

FACEBOOK

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring **(ENTER RELATION, NAME)** by taking on the [@LLSusa's](#) #BigClimb on May 15th in **(ENTER CITY)**! With your support, together we can make a difference. Donate today: [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure



TWITTER

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring **(ENTER RELATION, NAME)** by taking on the [@LLSusa's](#) #BigClimb on 5/15 in **(ENTER CITY)**. Together we can make a difference. Donate today: [\[Add your fundraising link here\]](#)



GRAPHIC 4 – SUGGESTED SOCIAL COPY & VISUAL (CONT.)

Posting Timing: At least 1 week prior to event

LINKEDIN

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring **(ENTER RELATION, NAME)** by taking on [The Leukemia & Lymphoma Society's](#) #BigClimb on May 15th in **(ENTER CITY)**! With your support, together we can make a difference. Donate today: [\[Add your fundraising link here\]](#)

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INSTAGRAM

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring **(ENTER RELATION, NAME)** by taking on the [@LLSusa's](#) #BigClimb on May 15th in **(ENTER CITY)**. With your support, together we can make a difference. Donate today in the link in my bio. #CancelBloodCancer #ClimbConquerCure

**Include your fundraising page in your link in bio*

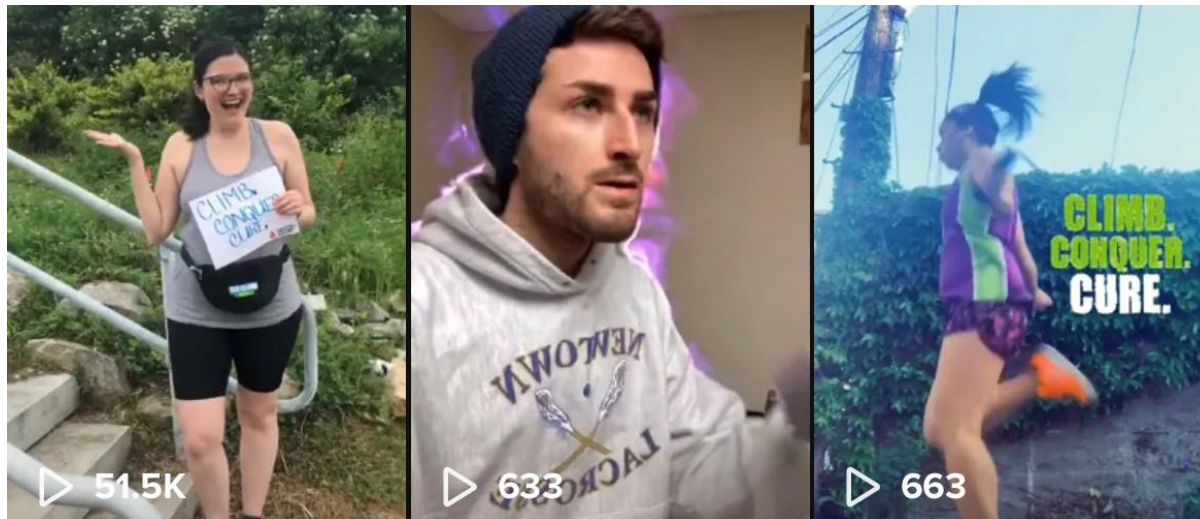


TIKTOK – VIDEO

Posting Timing: Before event or day of (May 15th)

Show your followers on TikTok how you plan to climb on May 15th or post day of climb!

- Take a selfie video or have someone film you
- Suggested script: “From coast to coast we climb as one in The Leukemia & Lymphoma Society’s Big Climb! I am stepping up to take cancer down! Help me make a difference for blood cancer patients and families and donate at my link in bio!” *(Don’t forget to add your fundraising link in your bio)!*
- In your caption use hashtags: **#BigClimb**, **#ClimbConquerCure**, **#CancelBloodCancer** and tag [@LLSusa](#)



DAY OF ACTIVATION – POST FEED

Posting Timing: May 15th

Get your climb on and show your social networks how you saved lives with Big Climb! Have someone take a picture of you in action and/or once you complete the climb! Don't forget to tag @LLSusa and #BigClimb to be featured on @LLSusa's social media on May 15th!

FACEBOOK

Today is the BIG day! From coast to coast, we climb as one in [@LLSusa's](#) #BigClimb! I am stepping up to take cancer down! I am at (ENTER PERCENTAGE) of my fundraising goal! Help make a difference for blood cancer patients and families and donate today! [\[Add your fundraising link here\]](#)

#CancelBloodCancer #ClimbConquerCure

INSTAGRAM

Today is the BIG day! From coast to coast, we climb as one in [@LLSusa's](#) #BigClimb! I am stepping up to take cancer down! I am at (ENTER PERCENTAGE) of my fundraising goal! Help make a difference for blood cancer patients and families and donate today at the link in my bio! [#CancelBloodCancer](#) [#ClimbConquerCure](#)

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TWITTER

Today from coast to coast, we climb as one in [@LLSusa's](#) #BigClimb to take cancer down! I am at (ENTER PERCENTAGE) of my fundraising goal! Help make a difference and donate today! [\[Add your fundraising link here\]](#)

LINKEDIN

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#CancelBloodCancer #ClimbConquerCure



DAY OF ACTIVATION – VIDEO

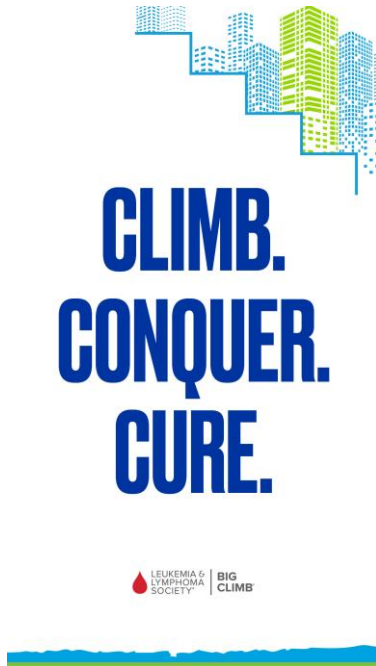
Posting Timing: May 15th

Get your climb on and show your social network how you saved lives with Big Climb!

- Take a selfie video or have someone film you on how you feel after your climb and post on your Instagram/Facebook feed or Stories!
- Tag @LLSusa to be featured on The Leukemia & Lymphoma Society's social media
- Use hashtags: #BigClimb, #ClimbConquerCure, #CancelBloodCancer



STORY GRAPHICS – VISUALS FOR FACEBOOK & INSTAGRAM STORIES



*Add your fundraising page in your link in bio on Instagram and include text to "Donate at link in bio" on your stories

GIFS – FACEBOOK / INSTAGRAM STORIES & TIKTOK

Personalize your Stories & TikToks with Big Climb GIF stickers!

- Search for **LLSUSA** or **BIG CLIMB**





ALL HI-RES VISUALS
CAN BE FOUND [HERE](#)

We have one goal:
**A world without
blood cancers**



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