




LEUKEMIA &
LYMPHOMA
SOCIETY®

BIG *Virtual* CLIMB

Social Toolkit





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.

Don't forget to use our hashtags!
#BigVirtualClimb #ClimbConquerCure

FOLLOW THE LEUKEMIA & LYMPHOMA SOCIETY



@LLSusa



@LLSusa



@llsusa



**BIG
CLIMB®**

ANNOUNCEMENT POSTS



When you sign up.

On June 13, I will be virtually climbing San Francisco's iconic Salesforce Tower in support of @LLSUsa. #BigVirtualClimb gives us all the opportunity to get moving and to step up in the fight against cancer. I hope you will join me or support me by making a donation to my fundraising page:

[Insert Fundraising Page Link]



One week from the climb.

I climb for [a specific person or reason / to find a cure / all those who cannot]. #BigVirtualClimb is this weekend! I will be climbing 1,762 steps to support @LLSusa and cancer patients & their families. I hope you'll follow along as I #ClimbConquerCure! Please support my climb:

[Insert Fundraising Page Link]

Ready, set, CLIMB!



When you start your climb.

Ready, set, climb! I am kicking off my #BigVirtualClimb follow along as I post throughout my climb. Show your support for me and cancer patients & their families across the country by making a donation:

[Insert Fundraising Page Link]



When you finish your climb.

I climbed and conquered 1,762 stairs today for @LLSusa #BigVirtualClimb to raise money for cancer research and patient support. Thank you to all of you who supported me by donating and providing words of encouragement throughout my climb!

(Tag Supporters)

50 STATE CHALLENGES

50 State Donation Challenge

On June 13, I'm stepping up to take cancer down at the @LLSUsa #BigVirtualClimb. My goal is to get a donation from all 50 states! Will you support me? Make a donation to my page and I will tag you in your state!
[Insert Fundraising Page Link]



50 State Recruitment Challenge

On June 13, I will be virtually climbing San Francisco's iconic Salesforce Tower in support of @LLSUsa. #BigVirtualClimb gives us all the opportunity to get moving and to step up in the fight against cancer. My goal is to get at least 1 person from each state to join me. Are you up for the challenge?
[Insert Fundraising Page Link]



Tip: Tag donors or teammates in the post as the donate/sign up!

GRAPHIC 1 – SUGGESTED SOCIAL COPY & VISUAL

FACEBOOK

I'm stepping ↑ to take cancer ↓ by participating in the #BigVirtualClimb on June 13th joining [@LLSusa](#) in 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: [\[Add your fundraising link here\]](#)



TWITTER

I'm stepping ↑ to take cancer ↓ by participating in the #BigVirtualClimb on June 13th joining [@LLSusa](#) in 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: [\[Add your fundraising link here\]](#)



INSTAGRAM

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*Include your fundraising page in your link in bio



GRAPHIC 2 – SUGGESTED SOCIAL COPY & VISUAL

FACEBOOK

I'm climbing the #BigVirtualClimb to help conquer blood cancer on June 13th! Big Climb helps [@LLSusa](#) support cutting edge projects in the most promising areas of cancer research. Did you know...

▲ Approximately 40% of new cancer therapies approved by the FDA since 2000 were first approved for a blood cancer?

▲ These have led to breakthrough treatments for other cancers and serious diseases.

Your can help me make a difference in the fight against blood cancer! Thank you for your support:

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



TWITTER

I'm climbing the #BigVirtualClimb to help conquer blood cancer on June 13th! My participation helps fund cutting edge #cancer research projects by [@LLSusa](#) that have led to breakthrough treatments. Support my climb:

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

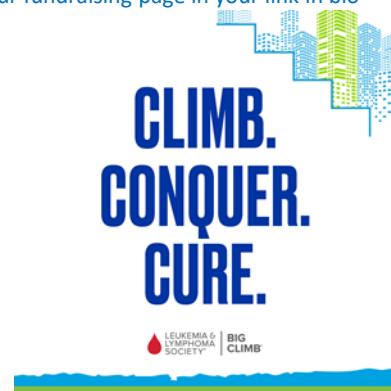


INSTAGRAM

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▲ Approximately 40% of new cancer therapies approved by the FDA since 2000 were first approved for a blood cancer? ▲ These have led to breakthrough treatments for other cancers and serious diseases. Join the fight against blood cancer! Thank you for your support by donating to my fundraising page in the link in my bio.

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



GRAPHIC 3 – SUGGESTED SOCIAL COPY & VISUAL

FACEBOOK

Our goal? ZERO minutes. That's why I am teaming up with [@LLSusa](#), climbing the Big Virtual Climb to conquer cancer. Support me as I step up to take cancer down! Visit my page to donate today: [\[Add your fundraising link here\]](#)



TWITTER

Our goal? ZERO minutes. That's why I am teaming up with [@LLSusa](#), climbing the #BigVirtualClimb to conquer cancer. Support me as I step up to take cancer down! Visit my page to donate today: [\[Add your fundraising link here\]](#)



INSTAGRAM

Our goal? ZERO minutes. That's why I am teaming up with [@LLSusa](#), climbing the #BigVirtualClimb to conquer cancer. Support me as I step up to take cancer down! Visit my page to donate today in the link in my bio.

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



GRAPHIC 4 – SUGGESTED SOCIAL COPY & VISUAL

FACEBOOK

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring (relation, name) by taking on the Big Virtual Climb on June 13th with [@LLSusa](#). With your support, together we can conquer cancer. Donate today: [\[Add your fundraising link here\]](#)

TWITTER

With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring (relation, name) by taking on the #BigVirtualClimb on June 13th with [@LLSusa](#). Together we can conquer cancer. Donate today: [\[Add your fundraising link here\]](#)

INSTAGRAM

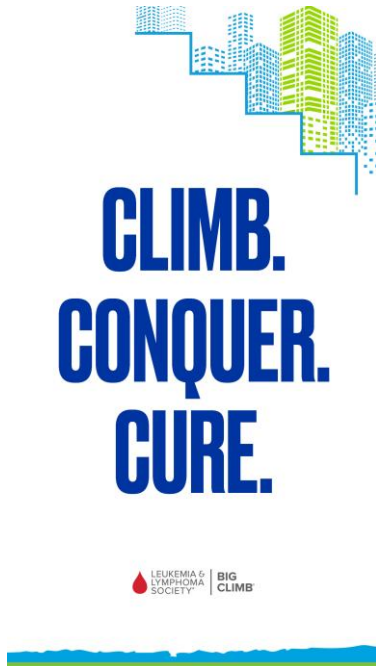
With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring (relation, name) by taking on the #BigVirtualClimb on June 13th with [@LLSusa](#). With your support, together we can conquer cancer. Donate today in the link in my bio.

*Include your fundraising page in your link in bio



STORY GRAPHICS—VISUALS FOR FB & IG

Make sure to use our Big Virtual Climb Instagram Stickers!



*Add your fundraising page in your link in bio on Instagram



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



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



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