



Blogging and Social Networks

Curing Blood Cancers with Web 2.0

Check out these sample posts for Facebook, LinkedIn, MySpace, Blogger, LiveJournal, TypePad, WordPress, Twitter, Plurk, Tumblr, Bebo, Orkut, and more. The World Wide Web is your fundraiser! Let your imagination run wild as your social networks help you cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Sample posts and status updates

- **FOR THE HOLIDAYS:** Please, no gifts this year! :-) But I would love it if you helped support my next century bike ride and gave the gift of life to those helped by The Leukemia & Lymphoma Society!
 - **FOR NEW YEAR'S:** Oh, and here's a financial planning tip for you: donate now and write it off your 2010 taxes. Then donate again in January and write that off your 2011 taxes!
 - Celebrate my 25th birthday by buying me a drink! But I don't want a drink in the traditional sense, I don't want alcohol. Instead, I want to spend my birthday helping researchers come up with a concoction that will cure blood cancer. Go to my fundraising page and "buy me a drink" by making a donation. I am 25 this year and would love a \$25 "drink." <link>
 - **Save the date:** May 30, 6 to 9 p.m. at <Tonic>! Start your Saturday night strong with your favorite TNT managers as we take over the bar! We'll be pouring drinks and raising funds for our favorite cause. See you there...and Go Team!
 - What extent am I willing to go to in order to raise money for blood cancer? If you give me a \$20 donation, I will eat a whole spoonful of Wasabi and send you the video of me doing it! Let your fun and my pain begin at <link>
 - **Deb** thinks TNT is a great way to network (just in case you're job hunting). <Join the Team!>
 - **Vicky** is wondering who will be the first to donate to help me beat blood cancers! <link>
 - **Emily** Just finished a swim. I didn't drown! My event is in Monterey in Sept. Email me if you want info on training with us this summer, or just give me a couple bucks for cancer research :) <link>
 - **Jessica** Wow, do you know what would cheer me up? To see a new donation on my Team In Training page :) <link>
 - **Merla** Do your summer plans include finding a cure for cancer and meeting awesome people? <Join the Team!>
 - **Matty** If you don't get at least three questions right, donate a buck to my Team In Training page! <How well do you know Matty?>
 - **Erika** Went from surgery, to Hawaii, to 55 miles on her bike. Support me all the way to a century! <link>
 - **Jen** I want to screen "The Room" as a fundraiser for my event: <link>. Does anyone have ideas for venues in SF?
 - **Barb** is hiking higher than Mt. Everest this summer to beat blood cancers. Help me find a cure at <link>.
- ➔ **Tip!** Let your friends and family donate to you on Facebook!
- Log in to your eFundraising page at <http://etools.teamintraining.org/signin> and click "Fundraising Toolbox". From there you can get the Facebook widget, download banners and icons, get fundraising tips, and more.

- ➔ **Tip!** Use YouTube to ask for donations and say thank you on video!

Check out these great samples: Bobby is fundraising \$2,000 for The Leukemia & Lymphoma Society with Team In Training: <http://www.youtube.com/watch?v=HCDqenRDR6M>. Thanks for your donation! <http://www.youtube.com/watch?v=hDwVjaOuURM>.

Sound bites: The power of your donation

Here are a few fun facts to get things moving. You can post one of these a day to motivate the people in your network. For more statistics, facts, figures and motivation, check your fundraising packet or visit www.lls.org.

- **\$1000** supports one week's salary for a medical researcher at UCSF, Stanford, or Berkeley who may discover key information to developing curative treatments for blood cancers.
- **\$500** allows 10 patients to log on to a webcast and hear the latest information in treatment for their disease.
- **\$200** funds one Family Support Group meeting of 5–25 participants (the Greater San Francisco Bay Area chapter hosts eight monthly support groups).
- **\$150** allows five patients to make a First Connection with a trained peer volunteer.
- **\$100** provides three patients access to an information teleconference.
- **\$75** is the average cost of tissue typing to become a bone marrow donor.
- **\$50** is the cost of a CT scan.
- **\$40** is the cost of sending a comprehensive packet of information for children with cancer.
- **\$35** pays for transportation expenses for a patient living in Northern California's most rural areas to treatment at a comprehensive cancer center.
- **\$25** covers a single prescription co-payment.
- **\$5** is the cost of sending a newly diagnosed patient information about their disease and how to get support.