

WALK. INSPIRE. FUNDRAISE. MAKE A DIFFERENCE.



# WALK FOR HOPE 2025

SIGNATURE SPONSOR

*Brighton®*

## SOCIAL MEDIA TOOLKIT



## About Walk for Hope

Walk for Hope is more than a walk—it's a movement uniting communities to fund breakthrough cancer research and treatment at City of Hope. Your support accelerates the fight against cancer, ensuring patients receive the best care and that new treatments reach those in need faster.

## Why It Matters

- Cancer is responsible for over 9 million deaths annually.
- 1 in 3 people in the United States will be diagnosed with cancer.
- In 2025, a little over 2 million people in the U.S. will be diagnosed with cancer.
- Younger women are 82% more likely to be diagnosed with cancer compared to men.

Use this toolkit to spread the word, share your journey, and inspire others to join or donate.

Every post you make fuels hope!

*The Walk For Hope Team*



*it's fun!*



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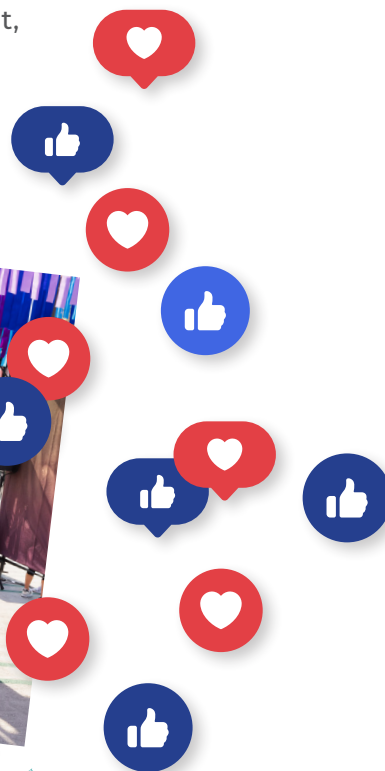
*tag it!*

## Social Media Best Practices

- Tag **@CityofHope** and use **#WalkForHope** to amplify your impact.
- **Include a personal story** to make your posts more compelling.
- **Use engaging visuals** – share photos, videos, or our custom graphics.
- **Encourage engagement** by asking your followers to comment, share, or join.
- **Post frequently** to keep momentum going!



*like it!*



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# Social Media Copy & Graphics

## Campaign Launch



### For Team Captains:

I'm officially a Team Captain for Walk for Hope! I'm leading my team to support groundbreaking cancer research and compassionate care at City of Hope. Together, we can bring hope to those facing cancer. Join my team or donate today! ❤️  
**#WalkForHope** [Insert Team Link]



### For Individual Fundraisers:

I'm participating in Walk for Hope! I'm walking to support lifesaving cancer research and treatment at City of Hope. Every step we take brings us closer to a world without cancer. Join me or donate today! ❤️ **#WalkForHope**  
[Insert Fundraising Link]



*post it!*

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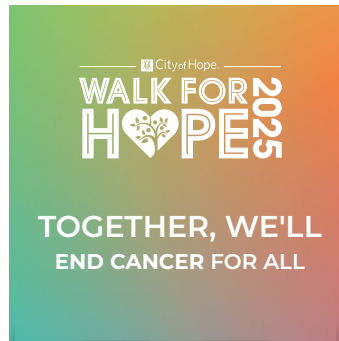
WALK FOR HOPE



## Why I Walk



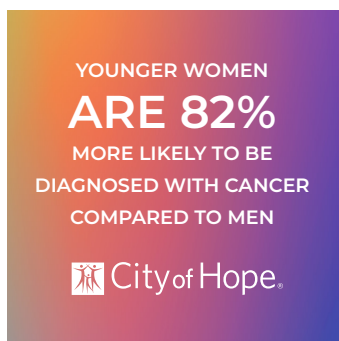
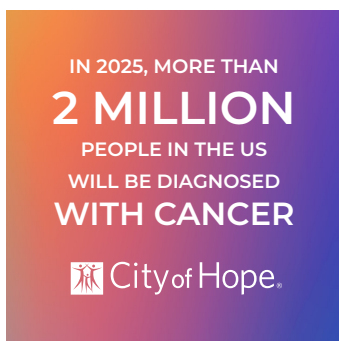
Every step I take in Walk for Hope is for [insert personal reason: a loved one, personal experience, etc.]. Cancer impacts too many lives, but we can make a difference. Join me in fundraising to fuel hope and save lives. ❤️ [#WhyIWalk](#) [#WalkForHope](#) [\[Insert Team Link\]](#)



## Impact



Every dollar raised for Walk for Hope supports leading-edge research and treatment at City of Hope. Join me in making a difference! ❤️ [#WalkForHope](#) [\[Insert Team Link\]](#)



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# Fundraising Progress



## For Team Captains:

Our team is making progress! We've raised [\$XX] toward our [\$Goal] for Walk for Hope. Every dollar fuels research and treatments that save lives.

Can you help us reach our next milestone? 

#WalkForHope [\[Insert Team Link\]](#)



## For Individual Fundraisers:

I'm making progress! I've raised [\$XX] toward my [\$Goal] for Walk for Hope. Every dollar fuels research and treatments that save lives. Can you help me

reach my next milestone?  #WalkForHope [\[Insert Fundraising Link\]](#)



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# Join Me / My Team




## For Team Captains:

I'm leading a team for Walk for Hope, and we need YOUR help! Whether you join my team or donate, every action brings us closer to a world without cancer. Let's do this together! Sign up today:  [#WalkForHope \[Insert Team Link\]](#)



## For Individual Fundraisers:

I'm walking in Walk for Hope, and I'd love for you to join me! Every step we take supports research and treatment for those facing cancer. Join my journey or make a donation today!  [#WalkForHope \[Insert Team Link\]](#)



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