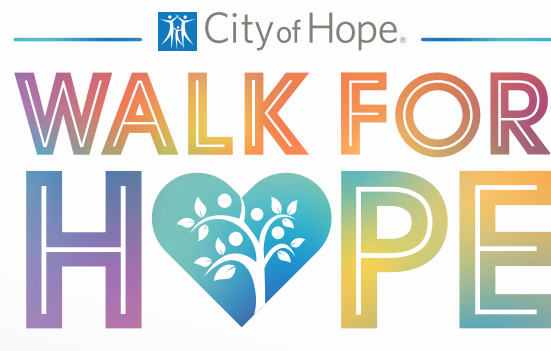


WALK. INSPIRE.
FUNDRAISE.

Make a *difference*

Social Media Toolkit

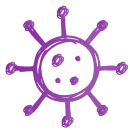


About WALK FOR HOPE

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 U.S. will be
diagnosed with cancer



In 2026, more than
2.1 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!

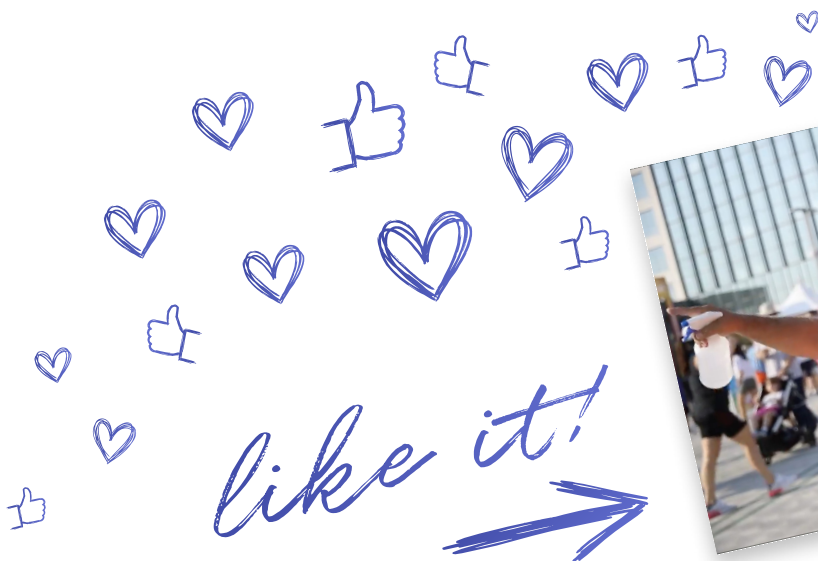





tag it!

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!



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](#)]



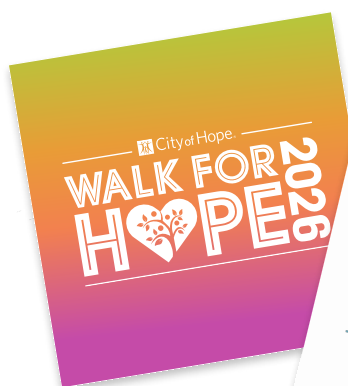
For Individual Fundraisers:

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 Team Link](#)]

DOWNLOAD ASSETS



post it!



We walk this fall to
end cancer *for all*



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](#)]

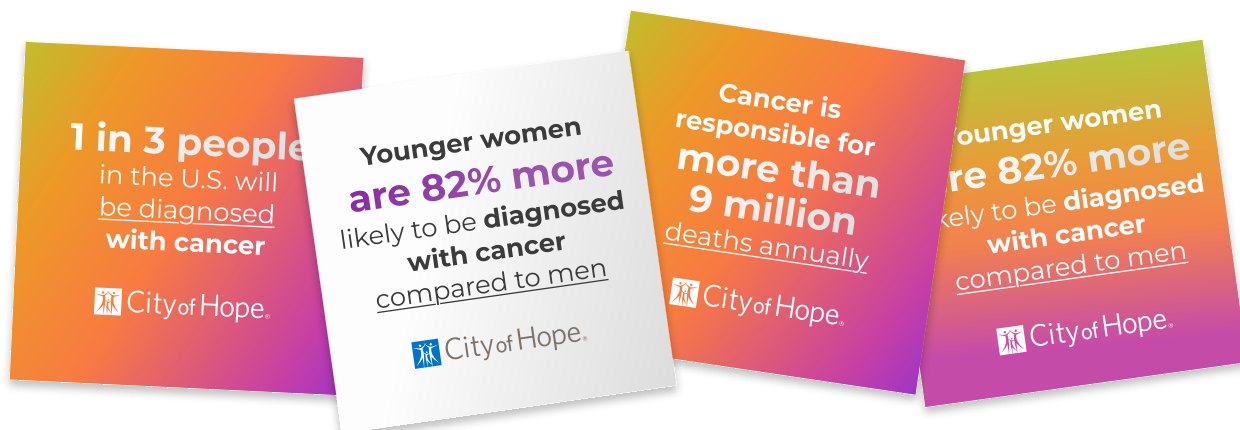


IMPACT



Every dollar raised for Walk for Hope supports leading-edge research and treatment at City of Hope. Join me in making a difference!

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



DOWNLOAD ASSETS



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?

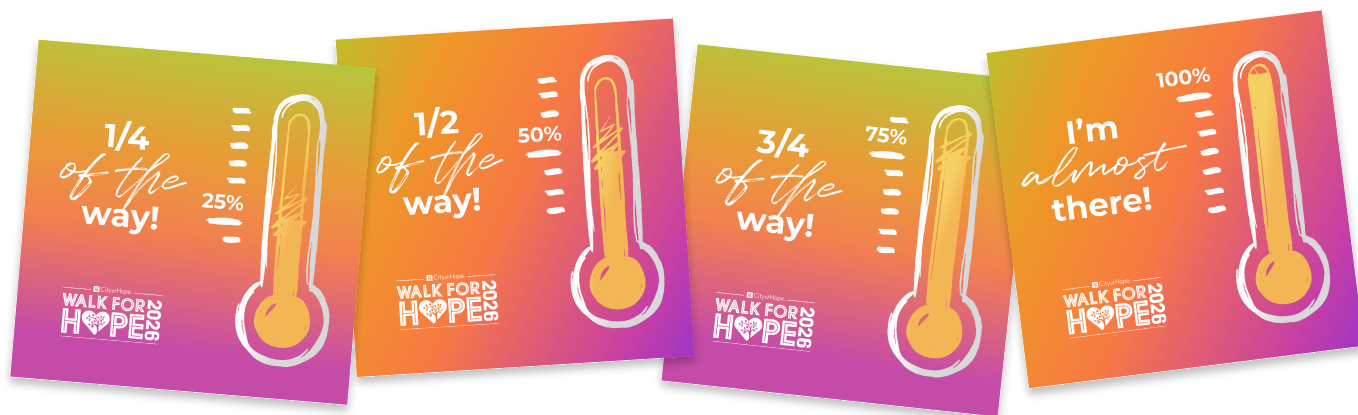
#WalkForHope [[Insert Team Link](#)]



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 Team Link](#)]



DOWNLOAD ASSETS



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](#)]



DOWNLOAD ASSETS



To learn more
scan the QR code



or visit

cityofhope.org/walkforhope

Join us

