



# SOCIAL MEDIA TOOLKIT

FORBES/SHOOK  
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SUMMIT




**TOGETHER WITH SHOOK RESEARCH,  
WE ARE GIVING CHILDREN WITH RARE  
LEUKEMIA ANOTHER CHANCE AT LIFE.**

**LET'S SPREAD THE WORD.**

By partnering with Shook Research and Children's Cancer Research Fund, you've joined a community of organizations and individuals who are rallying their employees, clients, and customers behind the mission of ending childhood cancer.

Children with rare leukemia face harsh treatments that are unlikely to be effective long-term—and a survival rate of only 8-14%. These kids deserve to know there is a whole community behind them, fighting for a potentially life-saving treatment.

You have already joined fellow Forbes/SHOOK Top Wealth Advisors in funding a groundbreaking clinical trial to treat rare leukemia. By sharing this cause with your community, you can now maximize the impact of your gift—and let kids facing this deadly disease know they are not alone.



## HOW YOU CAN HELP

- » Share that you are/your company is partnering with Shook Research and Children's Cancer Research Fund to create a novel treatment for children with deadly leukemia.
- » Share the content provided in this guide.
- » Link to our campaign page:  
[ChildrensCancer.org/SHOOK](https://ChildrensCancer.org/SHOOK)
- » Tag us on social media.
  - » Instagram:  
@ChildrensCancer  
@ShookResearch
  - » Twitter:  
@ChildrensCancer  
@ShookResearch
  - » Facebook:  
@ChildrensCancerResearchFund  
@ShookResearch
  - » LinkedIn:  
Children's Cancer Research Fund  
Shook Research



*Ella, age 4,  
cancer fighter  
Future recipient  
of this treatment*

## CONTENT FOR SOCIAL MEDIA CAPTIONS

Mix and match the bullets below—and share that you are/your company is partnering with CCRF—to encourage others to join you in funding a groundbreaking clinical trial to treat rare leukemia.

### ELLA'S STORY

- » Meet Ella. At only 4 years old, she's survived a dangerous transplant to treat a rare type of leukemia—and it still left her with only an 8-14% chance of living.

### ABOUT THE RESEARCH

- » The survival rate for children with rare leukemia is just 8–14%.
- » Current treatments for this rare leukemia are extremely harsh on children's bodies and unlikely to be effective long-term. Research for diseases this rare seldom gets funding.
- » A new immunotherapy involving no chemotherapy, no life-threatening transplant, and likely a much lower risk of relapse is being developed for Ella and kids like her.

### CALLS TO ACTION

- » Join us in the fight to end childhood cancer.
- » Join us in funding a groundbreaking clinical trial to treat rare leukemia.
- » Join us in creating a lifesaving treatment for Ella and kids like her.

### DONATION IMPACT

- » Your donation will provide a potentially lifesaving treatment for families.
- » Your donation will add years of life for children facing the deadly disease.
- » Your donation will help fund a clinical trial that could be open to children nationwide very quickly, as soon as the end of 2022.

## SAMPLE SOCIAL MEDIA CAPTIONS

- » Meet Ella. At only 4 years old, she's survived a dangerous transplant to treat a rare type of leukemia—and it still left her with only an 8-14% chance of living. A new immunotherapy involving no chemotherapy, no life-threatening transplant, and likely a much lower risk of relapse is being developed for Ella and kids like her.
- » Join us in funding a groundbreaking clinical trial to treat rare leukemia. Your donation will add years of life for children like Ella facing the deadly disease.
- » 1 in 5 children diagnosed with cancer in the U.S. will not survive. For the ones who do, the battle is never over. Join us in the fight to end childhood cancer. Your donation will provide a potentially lifesaving treatment for families.
- » The survival rate for children with rare leukemia is just 8-14%. Join us in creating a lifesaving treatment where one has never existed before. Your donation will help fund a clinical trial that could be open to families nationwide very quickly, as soon as the end of 2022.
- » Current treatments to treat rare leukemia are extremely harsh on children's bodies and unlikely to be effective long-term—but research for diseases this rare seldom gets funding. A new immunotherapy involving no chemotherapy, no life-threatening transplant, and likely a much lower risk of relapse is being developed.
- » Join us in funding a groundbreaking clinical trial to treat rare leukemia. Your donation will add years of life for children facing the deadly disease.

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## SOCIAL MEDIA GRAPHICS



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Future recipient  
of this treatment*

Children's  Cancer  
Research Fund®

SHOOK® RESEARCH

THANK YOU FOR  
PARTNERING WITH  
SHOOK RESEARCH  
AND CHILDREN'S  
CANCER RESEARCH  
FUND TO END  
CHILDHOOD  
CANCER.