

SOCIAL MEDIA TOOLKIT

FORBES/SHOOK
TOP ADVISOR
SUMMIT



SHOOK® RESEARCH

Together with SHOOK Research, we are funding a lifesaving cancer treatment for kids who have run out of options.

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.

You have joined fellow Forbes/SHOOK Top Wealth Advisors in funding a lifesaving treatment for kids with relapsed high-risk neuroblastoma. Now, share this cause with your community; maximize the impact of your gift—and let kids facing this deadly disease know they are not alone.



Lily, age 14, cancer fighter

HOW YOU CAN HELP

- » Share that you are/your company is partnering with SHOOK Research and CCRF to fund a lifesaving cancer treatment for kids who have run out of options.
- » Share the content provided in this guide.
- » Link to our campaign page:
ChildrensCancer.org/SHOOK
- » Tag us on social media.
 - » **Instagram**
[@ChildrensCancer](#)
[@SHOOKResearch](#)
 - » **X (Twitter)**
[@ChildrensCancer](#)
[@SHOOKResearch](#)
 - » **Facebook**
[@ChildrensCancerResearchFund](#)
[@SHOOKResearch](#)
 - » **LinkedIn**
[Children's Cancer Research Fund](#)
[SHOOK Research](#)



*Leo, age 14, cancer fighter
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 treatment for neuroblastoma.

LEO'S STORY

- » Diagnosed at age 7, Leo, now 14, has endured cancer treatments for almost half of his life. Nothing has worked.
- » After relapsing twice, Leo's only option was hospice-type therapy to try to reduce the symptoms caused by his cancer.
- » Leo's family relocated from their home in Republic of Korea to Philadelphia so Leo can participate in Dr. Maris' breakthrough trials.

LILY'S STORY

- » Lily, 14, has been fighting neuroblastoma for 4 years and recently suffered a relapse.
- » Last year, she spent her mornings in treatment, then made her way to class or a soccer game in the afternoon.
- » Chances are high Lily will relapse again, and Dr. Maris' clinical trial could be her only option.

ABOUT THE DISEASE & RESEARCH

- » Kids with relapsed high-risk neuroblastoma face a less than 5% chance of survival.
- » Immunotherapies typically work better and are safer for kids' bodies.
- » The immediacy of the trial ensures kids like Leo and Lily have access to lifesaving treatments right away.

CALLS TO ACTION

- » Join us in the fight to end childhood cancer.
- » Join us in funding a lifesaving treatment for high-risk neuroblastoma.
- » Join us in funding a lifesaving treatment for kids like Leo and Lily.

DONATION IMPACT

- » Your donation will provide a potentially lifesaving treatment for kids.
- » Create another treatment path for kids who have no options left.
- » Your donation will help fund a lifesaving cancer treatment for kids who have run out of options.

SAMPLE SOCIAL MEDIA CAPTIONS

- » Meet 14-year-old Lily. Lily has been fighting neuroblastoma for 4 years and recently suffered a relapse. Kids with relapsed high-risk neuroblastoma face a less than 5% chance of survival. Join us in funding a lifesaving treatment for Lily and kids like her.
- » Meet 14-year-old Leo. Diagnosed with neuroblastoma at age 7, Leo has endured cancer treatment for almost half of his life. Nothing has worked. Leo's family relocated from their home in Republic of Korea to Philadelphia so Leo can participate in Dr. Maris' breakthrough trials. Your donation will help fund a lifesaving cancer treatment for kids who have run out of options.
- » Lily has been fighting neuroblastoma for 4 years and recently suffered a relapse. Leo was diagnosed with neuroblastoma at age 7 and has endured cancer treatment for almost half of his life. Join us in funding a lifesaving treatment for kids like Leo and Lily. The immediacy of the trial ensures kids have access to lifesaving treatments right away.
- » Kids with relapsed high-risk neuroblastoma face a less than 5% chance of survival. Join us in funding a lifesaving treatment for kids who have run out of options.
- » Join us in funding a lifesaving treatment for relapsed high-risk neuroblastoma. Your donation will create another treatment path for kids who have no options left.

DOWNLOAD SOCIAL MEDIA CAPTIONS »



SOCIAL MEDIA GRAPHICS

Children's Cancer Research Fund® SHOOK RESEARCH



Lily, age 14, cancer fighter

Bring a lifesaving cancer treatment to kids like Lily.

childrenscancer.org/SHOOK

Children's Cancer Research Fund® SHOOK RESEARCH



Leo, age 14, cancer fighter & recipient of this treatment

Bring a lifesaving cancer treatment to kids like Leo who have run out of options.

childrenscancer.org/SHOOK

Children's Cancer Research Fund® SHOOK RESEARCH



Lily, age 14, cancer fighter

Bring a lifesaving cancer treatment to kids like Lily.

YOU CAN HELP »

Children's Cancer Research Fund® SHOOK RESEARCH



Leo, age 14, cancer fighter
Recipient of this treatment

Bring a lifesaving cancer treatment to kids like Leo who have run out of options.

DONATE NOW »

Click the images to download.

DOWNLOAD ALL GRAPHICS »



Leo, age 14, cancer fighter and 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.