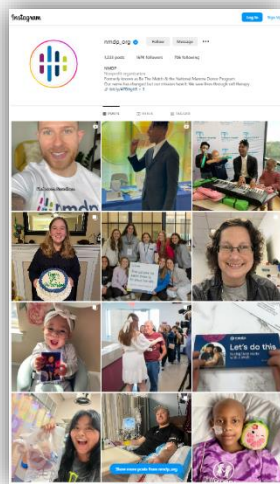


## Communication tips

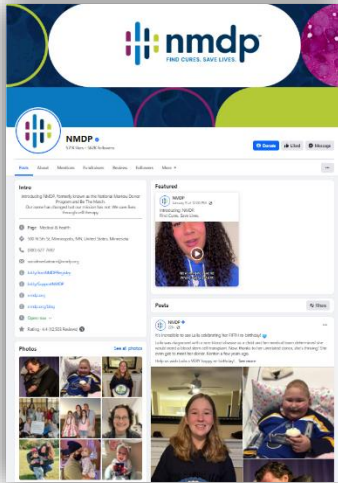
- Text, email or call your friends, family, and coworkers to ask if they will help you with your efforts.
- Send reminders and use urgency and impact statements. Make sure everyone knows your deadline or event date and remind them how the funds will be used to save lives. End your messages with an ask. (e.g., Will you help me reach my goal?)
- Add pictures and share your personal story explaining why you are passionate about raising funds for NMDP<sup>SM</sup>.
- Update your friends and family about your progress and thank them for their contributions. Consider thanking people with public shout-outs as they give or sign up for your event. This may encourage others to contribute.

## Instagram tips



- Create a pinned post on your profile sharing why this event is important to you.
- Go live to pre-promote your event and on the day of your event to gain a following.
- Post a link to your fundraising page in your bio if you want to ensure your donations appear on your NMDP fundraising page. You may use IG's donate stickers, however those donations may not appear on your page.
- Create a reel of your event and add the link to your fundraiser.
- Post videos of yourself explaining why your event is important.
- Update your followers on your progress and success!
- Give shoutouts to your donors by tagging them in your stories.

## Facebook tips



- Post information about your fundraiser on your Facebook profile. Be sure to include details so your friends can get involved. Consider a Facebook event!
- Create a Facebook Fundraiser, making it even easier to reach your goal. BONUS: If you start with your NMDP fundraising page and link to Facebook, every donation you receive on your page will sync to your Facebook Fundraiser. Plus, every donation you receive on Facebook will sync back to your NMDP personal fundraising page!
- Use an NMDP cover photo and profile image for your personal Facebook page.

- Share NMDP posts and add your personal comments.
- Share why you are fundraising or creating this event. What does NMDP mean to you?

## Instagram and Facebook captions

- I am fundraising for NMDP to help patients with blood cancers and other life-threatening diseases! Will you support me?
- NMDP (formerly Be The Match and the National Marrow Donor Program) is a global nonprofit leader in cell therapy, helping find cures and save lives for patients with blood cancers and disorders. Will you help me provide more cures for searching patients?
- NMDP is important to me because [add your reason]. It costs just \$150 to add a potential donor to the NMDP Registry. Will you help me add someone new today? If six of you will give \$25—we'll make it happen!



### Instagram talking points

- I'm hosting an event for NMDP to help save lives for patients with blood cancers and disorders, and I could use YOUR help. Please support my efforts!
- I'm raising funds for NMDP in honor of [insert personal story]. Support me today!
- I'm halfway there! Thanks to so many of you, I've raised \$XXX. That translates to [insert impact statement]. Don't miss your chance to support my efforts—together we can make a life-saving difference. Donate now!

### Email templates

Hi, my name is [your name] and I am fundraising for NMDP.

NMDP (formerly Be The Match and the National Marrow Donor Program) is a global nonprofit leader in cell therapy, helping find cures and save lives for patients with blood cancers and disorders. I want to fundraise for them because [enter your reason].

Will you help give hope and save lives today? Here is my fundraising link:

Hi, my name is [your name] and I am fundraising for NMDP<sup>SM</sup>. They help patients with blood cancers and other blood disorders find a matching blood stem cell donor. 70% of patients don't have a fully matched donor in their family and rely on NMDP to help find their treatment or cure.

My fundraising goal is \$XX.