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# MEET HOPE HEAD ON.

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## TOOLKIT

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How to promote brain tumor awareness and support the ABTA.



American  
Brain Tumor  
Association®

# EVERY SMALL EFFORT MAKES A BIG IMPACT

Thank you for downloading our Campaign Toolkit to help promote brain tumor awareness and the **Meet Hope Head On** campaign.

## The brain tumor community needs your help

To mark our 50<sup>th</sup> anniversary, in 2023 we launched “Meet Hope Head On”—a five-year, \$50-million fundraising campaign to accelerate brain tumor research and expand the programs and services we provide.

## You can help by spreading the word

We’ve made it easy for you to support the campaign and spread awareness. Knowing the facts and starting a conversation around brain tumors, sharing information with family and friends, or posting information online are just a few ways you can make a significant impact.

## **TOGETHER, WE CAN DO THIS**

- Know the facts and talk with friends
- Share your story or how you meet hope head on via your favorite social media channel
- Forward campaign emails to three friends or family members
- Member of a Facebook brain tumor group? Share why you’re part of the campaign.
- Encourage family and friends to make a donation that fits their budget



**Molly Marco**  
Anaplastic Astrocytoma Survivor  
ABTA Volunteer Advisory Council

# GET STARTED BY DOWNLOADING A FOLDER OF SHAREABLE ITEMS

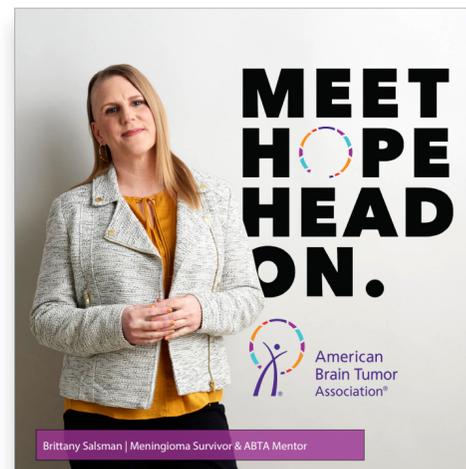


DOWNLOAD

We've created a packet of goodies for you to help spread the word about our campaign. Below is a description of each item and a link to the downloadable files to share.

## What's included in your download:

### Animated Graphic (GIF)



Share our campaign graphic in emails or on social media with a link to our website: [MeetHopeHeadOn.org](https://www.meethopeheadon.org)

### Meet Hope Head On Video



Send the included Meet Hope Head On video to a friend, or share it on social media with a link to the campaign website at [MeetHopeHeadOn.org](https://www.meethopeheadon.org). If you have trouble emailing the video, include this link to access it on YouTube <https://www.youtube.com/watch?v=7U16hLDduVo>

### Brain Tumor Infographic



Print out and share this infographic on the ABTA and brain tumors to help raise awareness. You can also email it to a friend or post it on social media and include this link: [MeetHopeHeadOn.org](https://www.meethopeheadon.org)

## Social Media Posts

Share these posts on your social media channels to show your support for the ABTA and ask others to do the same. Simply copy and paste the below messages or edit as you wish.



DOWNLOAD

### POST 1



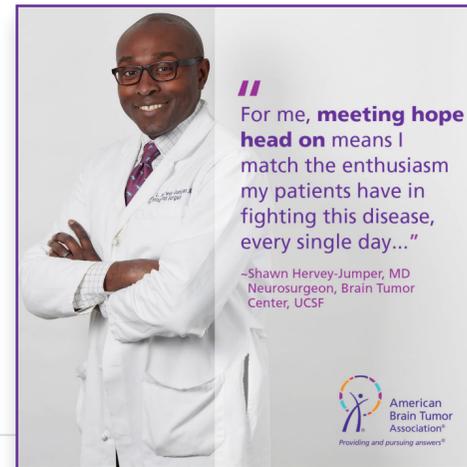
#### Facebook and Instagram message:

Over one million people living with a #braintumor is TOO many. Let's rally to raise #braintumorawareness and support the @the\_ABTA's #MeetHopeHeadOn campaign. Learn more: [meethopeheadon.org](https://meethopeheadon.org)

#### Twitter message:

Over 1M people living w/ a #braintumor = TOO many. More must be done. Are you ready to join us? Visit: [meethopeheadon.org](https://meethopeheadon.org) #MeetHopeHeadOn #BTAM

### POST 2



#### Facebook and Instagram message:

There's no cure for #braincancer and limited treatment options, but we have HOPE. Turn hope into action by supporting @the\_ABTA's five-year plan to reach more patients and accelerate #research breakthroughs. Join us: [meethopeheadon.org](https://meethopeheadon.org) #MeetHopeHeadOn

#### Twitter (X) message:

There's no cure for #braincancer & limited treatment options, but we have HOPE. Visit: [meethopeheadon.org](https://meethopeheadon.org) and share this post! #MeetHopeHeadOn #BTAM

### POST 3



#### Facebook and Instagram message:

A future without #braintumors relies on US making our voices heard. Join me in raising #braintumorawareness and supporting @the\_ABTA mission to accelerate #research breakthroughs. Learn more: [meethopeheadon.org](https://meethopeheadon.org) #MeetHopeHeadOn

#### Twitter (X) message:

A future w/o #braintumors relies on US making our voices heard. Share this post to raise #braintumorawareness and support @theABTA mission to accelerate #research breakthroughs! Learn more: [meethopeheadon.org](https://meethopeheadon.org)

#BTAM #MeetHopeHeadOn

### POST 4



#### Facebook and Instagram message:

Together, we can do more for brain tumor patients and their families! Get involved at [meethopeheadon.org](https://meethopeheadon.org). @the\_ABTA #MeetHopeHeadOn

#### Twitter (X) message:

Together, we can do more for #braintumor patients and their families! See how you can get involved at [meethopeheadon.org](https://meethopeheadon.org).

@theABTA #MeetHopeHeadOn #BTAM

# THANK YOU FOR BUILDING BRAIN TUMOR AWARENESS AND MEETING HOPE HEAD ON.

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Your efforts will help build awareness of the dire need for more breakthrough brain tumor research. Sadly, in the past 20 years, only three new brain tumor treatments have been discovered. The ABTA is committed to accelerating research, doubling our patient reach, and doubling federal funding.

**Thank you, again. We couldn't do this without you.**

Your ABTA Family



American  
Brain Tumor  
Association®