



Katie Groetsema | GBM Survivor & Family

MEET HOPE HEAD ON.

TOOLKIT

How to support the ABTA and promote brain tumor awareness



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 50th anniversary, we're launching "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

Not everyone is able to donate, so we've made it easy for you to support the campaign in other important ways. 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.
- Add our campaign logo to the bottom of your emails
- Encourage family and friends to make a donation that fits their budget

Brittany Salsman
Meningioma Survivor & ABTA Mentor



GET STARTED BY DOWNLOADING A FOLDER OF SHAREABLE ITEMS

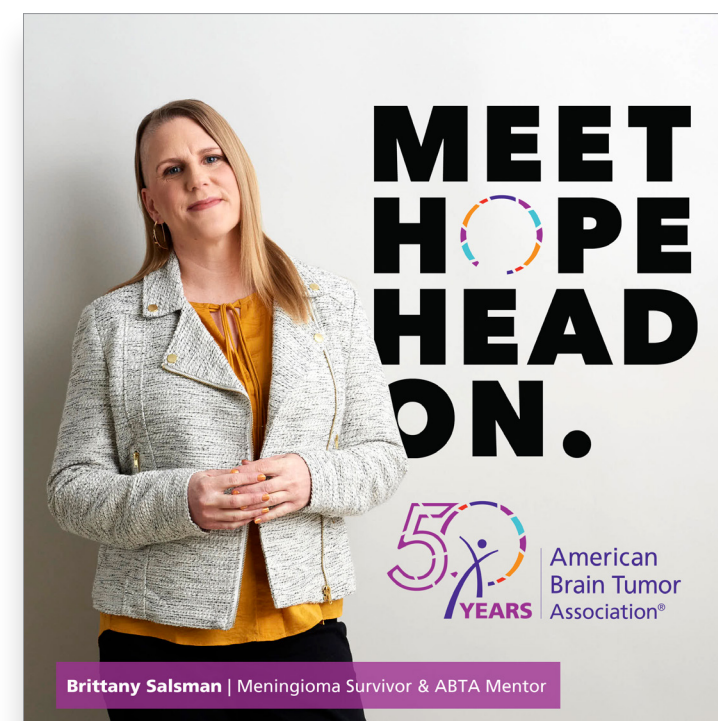


DOWNLOAD

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:

ABTA 50th Anniversary Animated Graphic



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



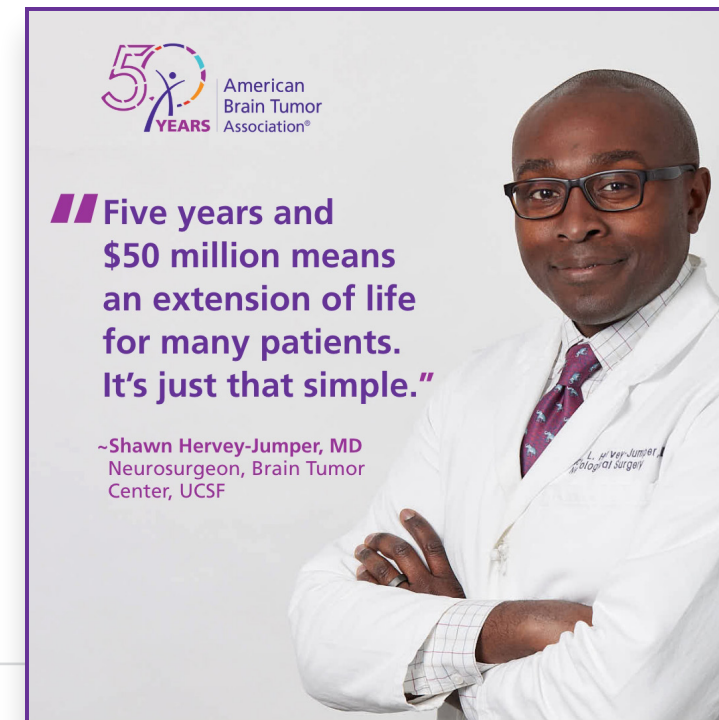
Facebook and Instagram message:

Do you know someone with a brain tumor? Me too. Join me in building #BrainTumorAwareness Please repost to help support the American Brain Tumor Association and tag @theABTA. Learn more at: [MeetHopeHeadOn.org](https://www.meethopeheadon.org) #MeetHopeHeadOn #BTSM

Twitter message:

Do you know someone with a brain tumor? Me too. Join me in building #BrainTumorAwareness for @theABTA Please retweet. Learn more at: [MeetHopeHeadOn.org](https://www.meethopeheadon.org) #MeetHopeHeadOn #BTSM

POST 2



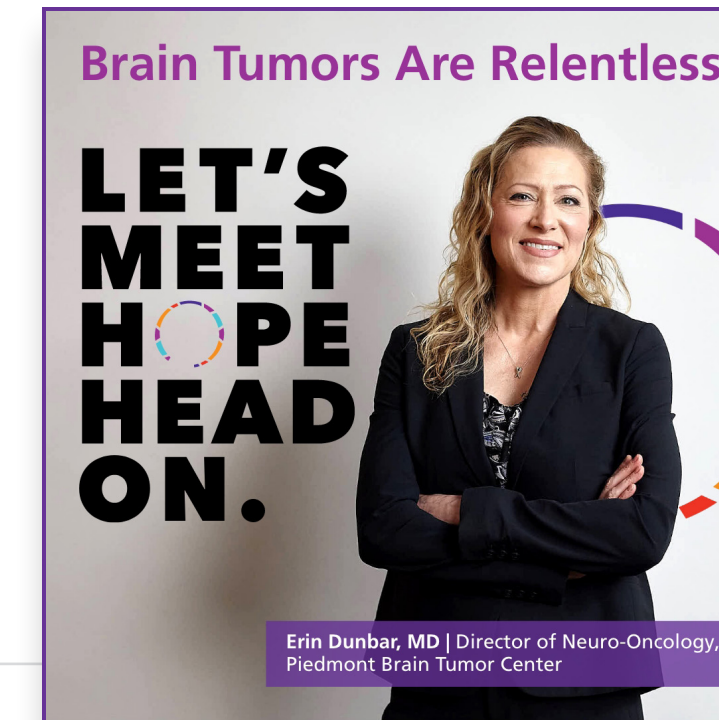
Facebook and Instagram message:

The American Brain Tumor Association needs our help. They're going all in to accelerate #BrainTumor research, expand their patient reach, and push for more government research funding. Won't you join me in supporting @theABTA? Here's their five-year plan to end #BrainTumors as we know them. [MeetHopeHeadOn.org](https://www.meethopeheadon.org) #MeetHopeHeadOn #BTSM

Twitter message:

Won't you join me in supporting @theABTA? They're going all in to accelerate #BrainTumor research, expand patient reach, and push for more government funding. Here's how: [MeetHopeHeadOn.org](https://www.meethopeheadon.org) #MeetHopeHeadOn #BTSM

POST 3



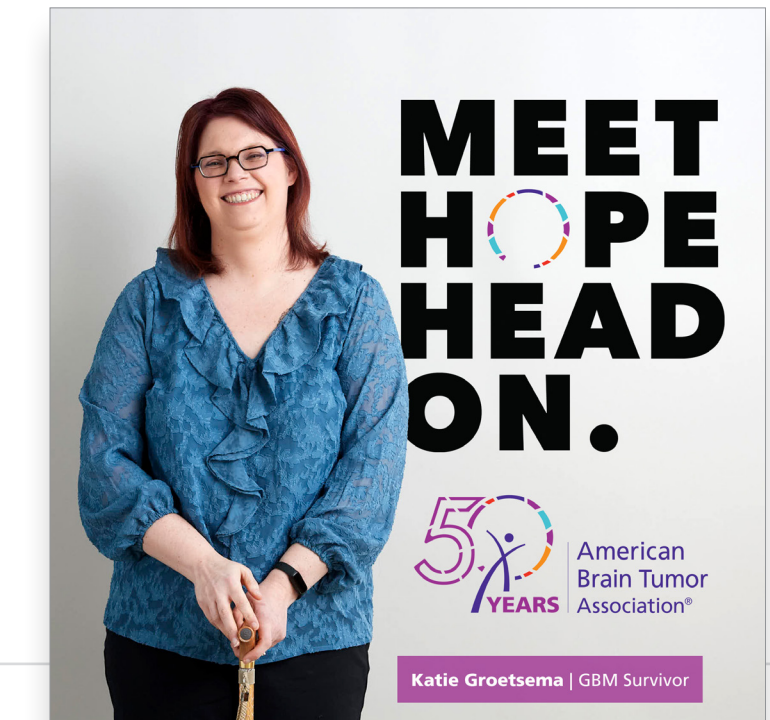
Facebook and Instagram message:

Chances are, you know someone diagnosed with a brain tumor. Sadly, there is no early detection, no prevention, and few treatment options. And, for brain cancer, there is no cure. But there is hope. Please help @theABTA accelerate its mission. There are many ways to contribute. Just visit [MeetHopeHeadOn.org](https://www.meethopeheadon.org) and share this post. #MeetHopeHeadOn #BTSM

Twitter message:

Know someone with a brain tumor? Sadly, there is no early detection, no prevention, and few treatment options. And, for brain cancer, there is no cure. But there are ways to help @theABTA accelerate research. [MeetHopeHeadOn.org](https://www.meethopeheadon.org) & please RT #MeetHopeHeadOn #BTSM

POST 4



Facebook and Instagram message:

The need to accelerate groundbreaking #BrainTumor research and expand patient care services has never been greater. A brain tumor diagnosis can have a profound impact on your life. While progress has been made, more must be done. Visit [MeetHopeHeadOn.org](https://www.meethopeheadon.org) to get involved and support @theABTA. #MeetHopeHeadOn #BTSM

Twitter message:

The need to accelerate groundbreaking #BrainTumor research and expand patient care services has never been greater. While progress has been made, more must be done. Visit [MeetHopeHeadOn.org](https://www.meethopeheadon.org) to get involved and support @theABTA. #MeetHopeHeadOn #BTSM

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

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

