



# Defeat Myeloma Run/Walk Fundraising and Social Media Tips

**By registering for the Defeat Myeloma 5K, you joined a passionate community dedicated to finding a cure for myeloma by fundraising for groundbreaking research.**

One thing we all have in common: We're committed to rallying our friends, family, and community to help Fred Hutch cure myeloma. Every dollar we raise helps advance treatment, care, and cures for every person affected by this disease. And together, our impact is exponential!

## Where the Money Goes

Fred Hutchinson Cancer Center unites comprehensive care and advanced research to provide the latest cancer treatment options and accelerate discoveries that prevent, treat and defeat cancer and infectious diseases worldwide.

Based in Seattle, Fred Hutch is an independent, nonprofit organization and the only National Cancer Institute-designated cancer center in Washington. We have earned a global reputation for our track record of discoveries in cancer, infectious disease and basic research, including important advances in bone marrow transplantation, HIV/AIDS prevention, immunotherapy and COVID-19 vaccines. Fred Hutch operates eight clinical care sites that provide medical oncology, infusion, radiation, proton therapy and related services and has network affiliations with hospitals in four states. Fred Hutch also serves as UW Medicine's cancer program.

**The Defeat Myeloma Run/Walk has raised over \$1 million to support Dr. Damian Green's research efforts. Dr. Green develops new immunotherapies that harness the power of the immune system to treat and ultimately eradicate multiple myeloma.**

## Getting Started

Your personal reason for participating in the most powerful fundraising tool there is! *You* know your "why." **Now, share it with confidence!**

Use the templates on the next page to help share your story on social media.

## Social Media Example Posts

### facebook

#### Post #1:

March is Myeloma Month! In honor of this cause, I'm support Dr. Damian Green's research efforts to eradicate myeloma once and for all. Will you help me? Every dollar counts!

Donate here: [<Insert your fundraising page link>](#)

#### Post #2:

This June, I'm participating in the Defeat Myeloma 5K to help raise money for myeloma research at @FredHutch, and I need your support! This cause is important to me because [\[insert your WHY\]](#). Will you help me by making a donation to my fundraising page?

Donate here: [<Insert your fundraising page link>](#)



Fred Hutch is accelerating myeloma discoveries that are improving lives – which is why I'm participating in the Defeat Myeloma 5K! This cause is important to me because [\[insert your WHY\]](#). Can I count on you to help push critical breakthroughs across the finish line?

Donate here: [<Insert your fundraising page link>](#)

*Share a photo of your reason for participating*

#DefeatMyeloma5K

Tag @FredHutch



@fredhutch is accelerating myeloma discoveries and saving lives – which is why I'm participating in the Defeat Myeloma 5K! Help me raise \$500: [<Insert your fundraising page link>](#)

#DefeatMyeloma5K

Tag @FredHutch

## Top 5 Fundraising Tips

1. Tell your story
2. Ask 3 times! Remind your community that you need their support. Sharing an update on your fundraising every two weeks is a great way to keep your efforts top of mind
3. Harness social media
4. Get creative! Set up challenges and incentives. The offer of home baked cookies goes a long way!
5. Don't forget to say **THANK YOU**

**Questions? Email us at [fundraise@fredhutch.org](mailto:fundraise@fredhutch.org)**