


SOCIAL MEDIA TOOLKIT



2020 GLOBAL **BRAIN ANEURYSM** CHALLENGE

SHARE WHY YOU WILL JOIN THE CHALLENGE

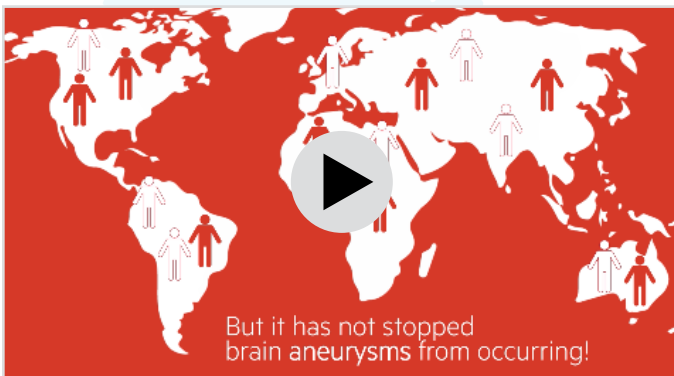
Sharing your participation in the 2020 Global Brain Aneurysm Challenge on social media will help us spread awareness and raise funds needed for the Brain Aneurysm Foundation to continue its mission in 2021.

Please use the following tools to help guide your social media activity. We also encourage you to personalize your posts and share your own stories, photos and experiences as they relate to brain aneurysms.

IMPORTANT INFORMATION

- Link to join the challenge and donate is: <https://bit.ly/GlobalBAF>
- Text to Donate: text **GLOBALBAF** to **44321**
- When you post to your social channels, please use the hashtag: **#GlobalBAF** and tag **@bafound**
- Possible additional hashtags: **#1in50 #BAF #AwarenessMatters #StopthePop**

VIDEOS TO SHARE - click on the images to download



(2 Minute Video)



(1 minute Video)

SUGGESTED COPY - FACEBOOK, INSTAGRAM, LINKEDIN

The world is a very different place these days, but one thing remains the same, brain aneurysms are still occurring and those they impact are still in need of support and researchers still need funding to save lives. Join me as I *Join the Challenge* to help @bafound raise \$500K for the 500,000 lives lost each year to continue its mission in 2021. Join me here: <https://bit.ly/GlobalBAF> #GlobalBAF #1in50 #BAF #AwarenessMatters #StopthePop

SUGGESTED COPY - TWITTER

The world is different these days, but brain aneurysms are still occurring! Those impacted still need support & researchers still need funding. Join me & help @bafound raise \$500K for the 500K lives lost each year, to continue its mission in 2021. Join: <https://bit.ly/GlobalBAF>

FACEBOOK, INSTAGRAM & LINKEDIN SHAREABLE ASSETS - click on the images to download



**MORE FACEBOOK,
INSTAGRAM & LINKEDIN
SHARABLE ASSETS**



**MORE FACEBOOK,
INSTAGRAM & LINKEDIN
SHAREABLE ASSETS**



\$250K RESEARCH

\$250K OF OUR \$500K GOAL WILL GO TOWARDS funding 5-7 research grants in 2021 that COVID took away in 2020

\$100K EDUCATION

\$100K OF OUR \$500K GOAL WILL GO TOWARDS educating 7,500+ medical professionals on the signs and symptoms of brain aneurysms

\$80K ADVOCACY

\$80K OF OUR \$500K GOAL WILL GO TOWARDS getting us back to Capitol Hill in 2021 to raise awareness and advocate for greater research funding from NIH/NINDS

\$70K SUPPORT

\$70K OF OUR \$500K GOAL WILL GO TOWARDS maintaining our online support community, hospital support groups and virtual webinars.

OUR GOAL \$500K TO CONTINUE OUR MISSION IN 2021

\$250K RESEARCH
\$100K EDUCATION
\$70K SUPPORT
\$80K ADVOCACY

TWITTER SHAREABLE ASSETS - click on the images to download

I Join the Challenge as a **survivor**

I Join the Challenge as a **supporter**

I Join the Challenge in **remembrance**

I WILL **JOIN THE CHALLENGE** IN 2020
Will you join me in supporting the fight against brain aneurysms?

I CHALLENGE YOU TO DONATE \$1 - or more -
for one of the **500,000** lives lost globally each year to a brain aneurysm rupture.

To donate, text **GLOBALBAF** to 44321

**MORE TWITTER
SHAREABLE**



**MORE TWITTER
SHAREABLE ASSETS**



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\$250K RESEARCH, \$100K EDUCATION, \$80K ADVOCACY, \$70K SUPPORT

INSTAGRAM STORY TEMPLATES- click on the images to download

Customize your graphic to share your story and why you are joining the challenge.

JOIN THE CHALLENGE
BE THE CHANGE

I JOIN THE CHALLENGE FOR

2020 GLOBAL BRAIN ANEURYSM CHALLENGE

BRAIN ANEURYSM FOUNDATION

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BE THE CHANGE

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BRAIN ANEURYSM FOUNDATION

THANK YOU FOR HELPING TO SPREAD THE WORD!