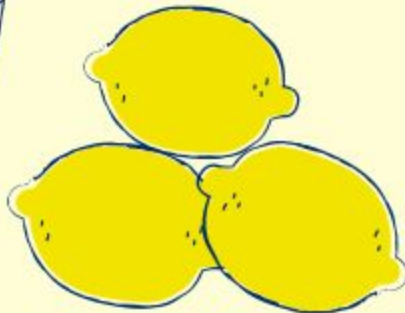


Using social media to advance your mission - speaker presentation

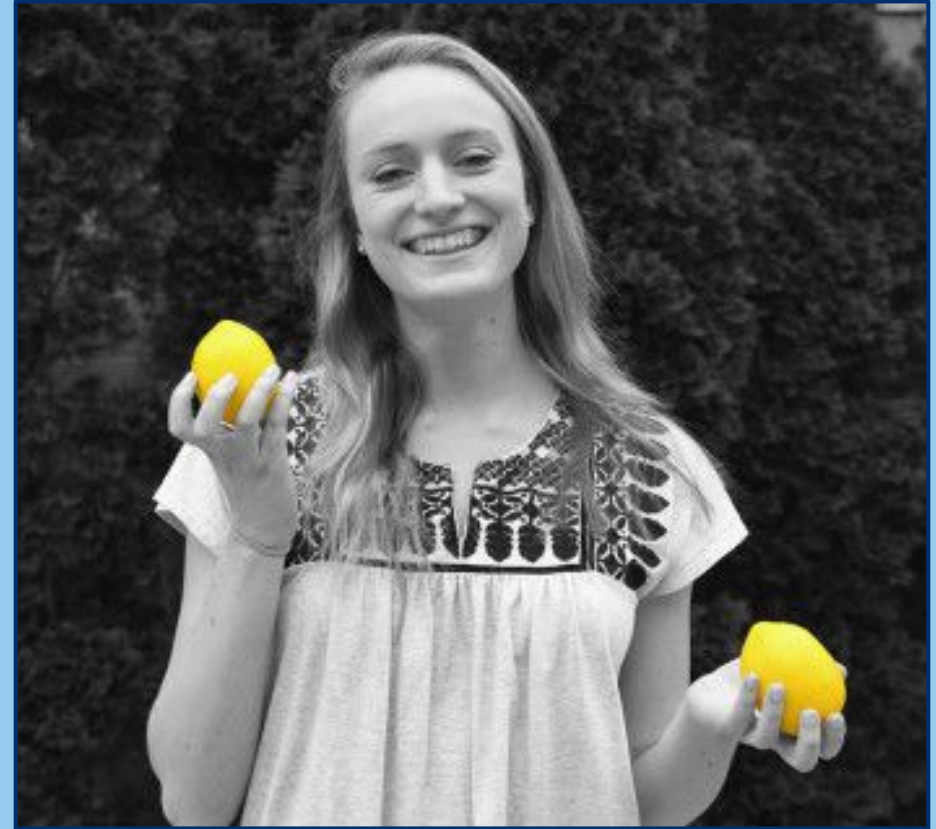
Mina Lezenby
Social Media Coordinator at Alex's Lemonade Stand Foundation
(ALSF)

m.lezenby@alexslimonade.org



Hi, I'm Mina 🙌

- **Social media coordinator for ALSF**
 - Develop strategy and messaging for all Foundation social media
 - Work with all departments, from grants to community engagement to family services
 - Create and manage content creation
 - Oversee community management on all platforms
 - Contribute to paid social strategy
- Follow us @AlexsLemonade!



It all started with one front yard lemonade stand.



Alex gave us our mission.

The Foundation is driven by her groundbreaking story and the unique stories her mission inspires every day



Our mission helps shape our content

To change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

How we think about our content:

- **Entertain**
- **Educate**
- **Empower**

Entertain

- **How can social media advance our mission?**
- **Why do people turn to social media?**
 - Entertainment, news, feel connected etc.
 - How can we be “social” on these social networks?
- **Our Foundation community made up of a lot of different groups - researchers, supporters, donors and childhood cancer hero families**
- **We build our community by sharing about our community**

Our mission helps shape our content

- **User-generated content = key content**
 - Our community is best engaged when we put the stories or faces from our community back into our messaging
- **Use these stories to entertain current or new audience members, strengthen their relationship with us to later educate or engage them in our mission**
 - “Feel-good” theme



alexlemonade

...



alexlemonade Exciting news for childhood cancer hero Cece! 📣 🧡

Earlier this month, Cece celebrated the end of her chemo treatment! Her family was so excited to share this milestone in their fight against acute lymphoblastic leukemia since 2018.

Alex's Lemonade Stand Foundation (ALSF) has meant so much to Cece's family in their cancer journey. Last year, ALSF gave Cece's parents a way to teach her about giving back through holding a lemonade stand. It also provided support for them during the diagnosis and the COVID-19 pandemic.

👤



Liked by 1

and 364 others

AUGUST 28

Add a comment...

Post



alexlemonade

...

Doctors told Zach's parents about a promising clinical trial, funded by #AlexsLemonade, using a drug called Crizotinib. They thought this new treatment could work for Zach. It was the last sliver of hope for Zach. His parents took the risk. Within a few days, Zach was running up and down the halls of the hospital.

Zach's cancer disappeared.

Today, Zach is still on Crizotinib and cancer-free. He'll turn 15 years old this summer and according to his mom, he is just living a regular teen life.

4w




Liked by


539 others


AUGUST 22

Add a comment...


Post



TO ALEX
 My name is Chase. I am 8 years old. I'm going to do one of your lemonade stands. I will donate money every week (for the lemonade). I want to help the kids and adults like you did and still do. You're a super star.
 From Chase
 P.S. I Love your idea

alexslimonade  ...





alexslimonade  "This letter= pure joy. What a thoughtful kid to take the time to write to Alex and share such heartfelt words. I don't know you, Chase, but I wish I did because you are something special." - @lizflyscott, Alex's mom/Co-Executive Director of Alex's Lemonade Stand Foundation #OneCupAtATime


5w



carla_svetich  

5w Reply

 Liked by rickknowles42 and 3,292 others

AUGUST 17

Add a comment... Post



alexslimonade  ...

alexslimonade  "We Go Gold for our Lucy! We found it, fought it and survived it. We continue to fight it so other children can survive cancer too! 4% of the annual budget is what the National Cancer Institute gives to childhood cancer research. That's not enough!! That's why it's important to donate to organizations like Alex's Lemonade Stand Foundation!" - The Littlefields, a childhood cancer hero family 🧡

5d

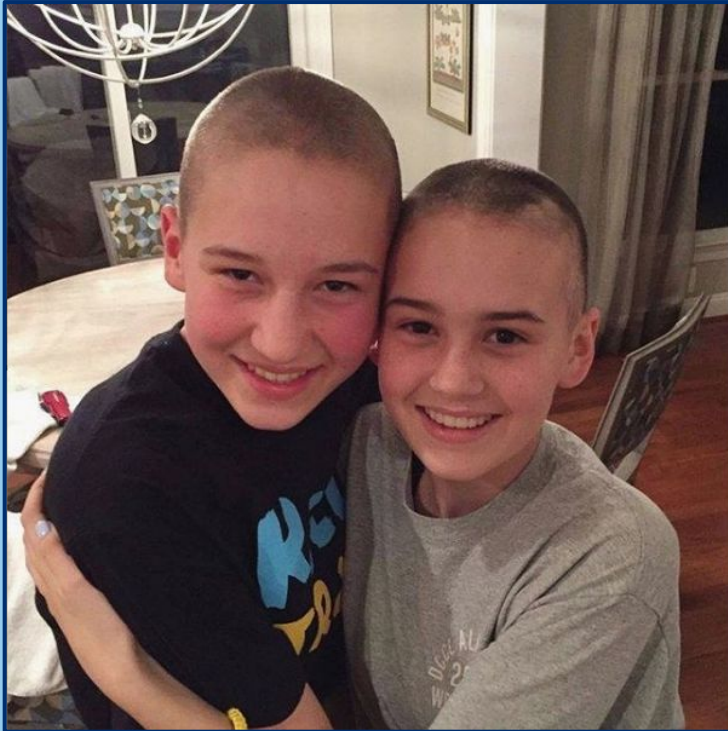
alexslimonade  #gogold #childhoodcancer #onecupatime #findacure #morethan4 #curecancer



   


 Liked by rickknowles42 and 1,760 others

5 DAYS AGO




Add a comment... Post





alexslimonade   ...

alexslimonade  Proud SuperSib Mallory wouldn't be who she is without her younger sister Kelly. It was devastating when Kelly lost her battle with osteosarcoma, but her fight taught Mallory the importance of always having hope.

Mallory dedicated her senior basketball season to raising money for childhood cancer research as a Champion for Kids with Cancer (and raised an astounding \$36,000), and today, is the recipient of an Alex's Lemonade Stand Foundation POST Grant. She will spend the summer of 2021 studying safer pediatric cancer treatments under the mentorship of Dr. Patrick Grohar at Children's Hospital of Philadelphia.

 Liked by  **993 others**

1 DAY AGO

[Add a comment...](#) [Post](#)




Alex's Lemonade Stand Foundation   ...

Published by Sprout Social [?]
Page Liked · August 13 · 

The Carpinos are true heroes. Through their Alex's Lemonade Stands, the family has raised nearly \$500,000 to help kids with cancer during their own battles against cancer.

Right now, Mario is recovering from recent brain surgery. Mario has been fighting multiple pediatric brain tumors since 2007, and now, Anna, Mario's mom, is also fighting brain cancer.

From everyone at #AlexsLemonade, please join us in thinking of Carpinos during this difficult time and leave a message for the family in the comments below. 

[Tag Products](#) [Add Location](#) [Edit](#)

  4.6K 596 Comments 252 Shares

 Like  Comment  Share 

Oldest 

[View previous comments](#) 6 of 595

 **Cindy Blacklock**

Like · Reply · Message · 6d

 **Kim Logan-Maus Prayers**
Like · Reply · Message · 6d

 **Linetta Lindsay Praying**



ALSF Hero Families

Private group

6 friends · 588 members

Hi Hero Families! 🍋👤 Do you have a hero or SuperSib going back to school this fall? We know school will look different this year for many of you but we would still like to celebrate the start of the new year with you! I invite you to share photos of your heroes or SuperSibs starting school in the comments below!

- Mina, Social Media Coordinator for ALSF



and 12 others

80 Comments



Like



Comment



View 28 more comments



1st day of school today! ❤️🍷📚



Love · Reply · 2w



1



Jennifer Klein Petrin



learning seriously. 🍷



alexlemonade



alexlemonade Even though the school year looks a little different with social distancing guidelines and remote learning, it is still an exciting time for kids as they mark a new grade, explore new challenges and make new friends!

Alex's Lemonade Stand Foundation's hero families — those families who have been directly impacted by childhood cancer — shared some of their first-day pictures with us.

Tap our link in bio to see more childhood cancer heroes and SuperSibs kicking off the 2020-2021 school year.

1w



Liked by r

1 990 others

SEPTEMBER 13

Add a comment...

Post



Alex's Lemonade Stand Foundation

Published by Sprout Social [?] · September 1 · 🌐

Why do you Go Gold? 🏆

#ChildhoodCancerAwarenessMonth | #GoGold

28,001

People Reached

2,281

Engagements

Boost Post



588

288 Comments 47 Shares



Like



Comment



Share



View previous comments

Oldest ▾



Elizabeth Strom For Patrick 🏆👤

Like · Reply · 3w



2



Kayla Christine For the loss of a friend who fought hard to kick cancer's butt Hannah Bankos 🏆

Like · Reply · 3w



3



Kimberly M Durkee For my son 🏆👤

Like · Reply · 3w



2



Rebekah A Cain Princess Kynsee #foreverthree 🏆💜👤



Like · Reply · 3w



3

Educate

- The stories from our community can entertain and help educate.
- Utilize stories or quotes from families we serve to share the childhood cancer experience and how our work is directly impacting lives
- Share the story of our research news or facts about childhood cancer



Alex's Lemonade Stand Foundation

Published by Sprout Social [?] · May 2, 2019 ·

BREAKTHROUGH: With funding from #AlexsLemonade, a first-in-human trial is showing promise in treating relapsed high-risk or refractory neuroblastoma.

This is how your support is making a difference in real time. Whether you're planning your next lemonade stand, making a donation or buying tickets to your next ALSF event, this is how your efforts are helping change the lives of kids with cancer everywhere. Every dollar makes a difference in the fight against childhood cancer — and no amount is too small to make an impact. One cup at a time, we are getting closer to finding cures for all kids fighting cancer.

This research project is co-funded by Cure4Cam Childhood Cancer Foundation and Tap Cancer Out. Learn more about this breakthrough research, supported by the Bio-Therapeutic Impact Award from the College of Medicine, on our website: bit.ly/2vFssgJ

Research Breakthrough
Powered by
Alex's Lemonade Stand Foundation



Alex's Lemonade Stand Foundation is asking for donations.

Published by Mina Lezenby [?] · August 30 ·

Pediatric sarcomas are one of two major types of solid cancers. They include more than 100 distinct subtypes, meaning researchers must explore numerous treatment methods for children fighting this disease. Sometimes subtypes like synovial sarcoma have potential targets for therapies, but those targets are difficult to attack.

#AlexsLemonade-funded researcher Scott Armstrong, MD/PhD, of Dana-Farber Cancer Institute has discovered a potential new target, called BRD9, and designed a degrader that broke it down. In their initial testing, the degrader stopped tumor progression with no obvious side effects. The team is currently looking for therapies that could help translate this method to the clinic.

These are the types of breakthroughs that you make possible.

Read more about pediatric sarcoma breakthroughs on The Childhood Cancer Blog - <https://bit.ly/3jH9O04>



THERE ARE **2** TYPES OF SARCOMAS:

- bone
- and
- soft tissue

100+ SUBTYPES OF PEDIATRIC SARCOMA EXIST

Ewing sarcoma, osteosarcoma and rhabdomyosarcoma ARE THE 3 MOST COMMON

1,630 CHILDREN AND ADOLESCENTS RECEIVE A SARCOMA DIAGNOSIS IN THE US EVERY YEAR



\$50 raised

3 people donated.

Donate



Alex's Lemonade Stand Foundation

Published by Sprout Social [?] · December 14, 2018 ·

BREAKTHROUGH: The FDA recently approved a new pediatric cancer drug thanks, in part, to #AlexsLemonade-funded research. A clinical trial, led by Dr. Steven DuBois at Dana-Farber Cancer Institute, showed that the drug, Vitrakvi, was an effective treatment for several types of pediatric cancers when a certain biomarker is present.

This is only the second time the FDA has approved a drug based on the presence of a biomarker versus for a specific type of cancer.

We are so grateful to our supporters who made funding this research possible! Read more on our blog. #OneCupAtATime



ALEXSLEMONADE.ORG

Breakthrough: Targeted Therapy for Pediatric Cancers Gets FDA Approval



alexslimonade



alexslimonade Together, let's show Sebastian's family they are not alone in their fight against childhood cancer.

Sebastian, who just turned 1, is having surgery today to remove a tumor in his fight against neuroblastoma. #AlexsLemonade has been able to support Sebastian's family by helping them buy groceries through the COVID-19 emergency fund.

Please show Sebastian's family you're thinking of them by leaving a message below! 🧡

18w



Liked by 4,472 others

and

MAY 14

Add a comment...

Post

Empower

- **Give our audience the tools to be part of Team Alex and help advance our mission by raising awareness and funds for our cause**
 - Distributing engaging and easily shareable content
 - “Go Gold” content
 - The Childhood Cancer Blog
 - Social media toolkits

CHILDHOOD CANCER Awareness Day



GO GOLD!



alexslimonade



alexslimonade Every day, children are diagnosed with cancer.

As these children fight for their lives, researchers, families and other supporters are working hard to raise awareness about the need to find safer treatments and more cures.

Today is Childhood Cancer Awareness Day. It's a chance to remind everyone about how you can make a difference for this disease that continues to impact children across the country.

Tap our link in bio to discover how you can Go Gold for kids with cancer today.



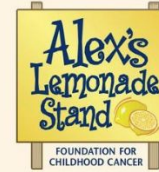
Liked by rickknowles42 and 655 others

7 DAYS AGO

Add a comment...

Post

My hero is a
Childhood
Cancer
Survivor



#NationalCancerSurvivorsDay

Today is National Cancer Survivors Day. You can help Alex's Lemonade Stand Foundation raise awareness of survivorship and the need for more childhood cancer research, just by sharing your hero's story on social media. As we all work together to find safer, more effective treatments and cures, awareness is critical.

Here's how you can help:

- Today, share your hero's childhood cancer story on social media
- Tag Alex's Lemonade Stand Foundation (@AlexsLemonade)
- Use the hashtags #NationalCancerSurvivorsDay and #ChildhoodCancer
- Include images of your hero, plus download this social media graphic and share it with your post

Today, and every day, we thank you for helping #AlexsLemonade raise awareness for the fight against childhood cancer.

Tag Products Add Location Edit

417 24 Comments 130 Shares

Like Comment Share

Oldest

View 17 more comments

Erica Roberts Kaleb B, diagnosed with medulloblastoma in 2015. He our Hero !!

Comment as Alex's Lemo...



Share this
Ribbon for Kids
with
Brain Tumors



#BrainTumorAwareness



alexslimonade



alexslimonade During May, we honor Brain Tumor Awareness Month, to raise awareness of childhood brain tumors and the significant need for more research that will lead to new, safer cures.

Brain and Central Nervous System (CNS) tumors are the leading cause of death for children with cancer in the United States. In total, 4,760 children ages 0-19 are estimated to receive a brain/CNS tumor diagnosis this year.

Visit our link in bio to read three recent #AlexsLemonade-funded research impact stories that are helping make a difference for children with brain tumors.



Liked by rickknowles42 and 344 others

MAY 31

Add a comment...

Post



Alex's Lemonade Stand Foundation is asking for donations.

Published by Mina Lezenby · February 28

More research is critically needed to find better treatments that cause fewer side effects. It is up to all of us to fill the funding gap and make more childhood cancer research possible.

Learn how you can be part of the movement to end childhood cancer: <https://bit.ly/2neY24d>



Childhood cancer research receives just **4%** of the annual budget from the National Cancer Institute.



\$205 raised

9 people donated.

Donate



Alex's Lemonade Stand Found... · 6d

Kids still get cancer. The number of kids with cancer remains unchanged, despite the COVID-19 pandemic. Nearly 16,000 children in the United States will be diagnosed by the end of 2020.

#ChildhoodCancerAwareness | #GoGold

1 23 22



Alex's Lemonade Stand Found... · 6d
Learn more about childhood cancer in 2020.



This is Childhood Cancer in 2020
alexslimonade.org

2 7



Alex's Lemonade Stand Fo... · 9/4/20

In September, people everywhere Go Gold for #ChildhoodCancerAwarenessMonth. From sharing their stories on social media to raising funds for research, September is the month when childhood cancer is in the spotlight. #FeelGoodFriday



Feel-Good Friday: The Go Gold Edition
alexslimonade.org

1 14 31



Alex's Lemonade Stand Fo... · 9/3/20

Be Bold and Go Gold

#ChildhoodCancerAwareness | #GoGold



9 Ways to Be Bold and Go Gold Through Childhood C...
alexslimonade.org

1 17 23

THE CHILDHOOD CANCER BLOG

[ALL POSTS »](#)



SEPTEMBER 18, 2020

5 Awesome (and Free!) Educational Downloads for At-Home Learning



SEPTEMBER 18, 2020

Feel-Good Friday (The Halfway There Edition)



SEPTEMBER 15, 2020

This is Childhood Cancer in 2020



SEPTEMBER 11, 2020

Feel-Good Friday: The Back-to-School Edition

- inside track on childhood cancer research breakthroughs, inspirational Heroes and Foundation news
- Platform to feature and update impact stories packaged together in a digestible format
- Opportunities to bring in third party voices, such as guest posts from researchers, supporters and families

- “Social media toolkits” for major campaigns and events, from Childhood Cancer Awareness Month to culinary events
- Downloadable assets for supporters, business partners, social media influencers, etc.
- Making it easy for our community to share, customize and create their own unique content on behalf of ALSF.
- Feature stories of research breakthroughs, childhood cancer heroes, the facts of childhood cancer

Social Media Resources

Thank you for going the extra mile for kids with cancer by participating in [The Million Mile](#)!

Below you can find resources including sample social media captions and images to help share your involvement in The Million Mile. Please feel free to customize the captions as you like or share your own photos from the event — don't forget to tag Alex's Lemonade Stand Foundation in your posts!

Follow the Event



@TheMillionMile
@AlexsLemonade

Hashtags: #MillionMile #Journey2



@AlexsLem



Facebook/Instagram Images

Click on an image below to open it in a new window to save for sharing:



Sample Post Captions

Copy, paste and customize any of the

Twitter Images

Click on an image below to open it in a new window to save for sharing:



Closing thoughts

Storytelling helps us build on the mission
of the Foundation

*Entertains, educates and empowers
our community*

How might storytelling help your mission?

