Social Media Toolkit
7.23.2022

#CelebratingLongLives #CLLS5K22
cllsociety.org/celebratinglonglives/
Chronic lymphocytic leukemia, also known as small lymphocytic lymphoma (CLL/SLL), is a chronic, slow-growing blood cancer condition.

It is the most common type of adult leukemia, but at the same time it is a rare disease.

An estimated 200,000 individuals are living with the disease in the United States.

CLL/SLL is incurable, but new and improved treatments are being discovered in clinical trials.
About
CLL Society

Mission
CLL Society is an inclusive, patient-centric, physician-curated nonprofit organization that addresses the unmet needs of the chronic lymphocytic leukemia and small lymphocytic lymphoma (CLL/SLL) community through patient education, advocacy, support, and research.

Vision
We envision a world in which the entire CLL/SLL community can equitably access quality education, support, and care, to lead healthier and richer lives.
About The Event

Celebrating Long Lives is a **virtual 5K** event to recognize, support and raise awareness of people everywhere who have been impacted by a chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL) diagnosis.

On **July 23, 2022** we unite from across the country to go 5 kilometers and show our support of all those impacted by CLL/SLL. Share your participation over social media using #CelebratingLongLives and #CLLS5K22 to find others who are participating and help spread awareness far and wide.
CLL Society has prepared social media graphics that you can use to promote your participation in the event and fundraising efforts.

Use these graphics far and wide, but don't forget to also share pictures and videos of yourself completing a 5K in the event t-shirt!
Social Media Graphics

All graphics are available for download in a variety of sizes to fit Facebook, Twitter, and Instagram.

Find the downloadable files on the Celebrating Long Lives website at cllsociety.org/celebratinglonglives/
Join me on July 23rd as I participate in #CelebratingLongLives and go 5 kilometers with @cllsociety to raise awareness for those living with chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL)!


I am participating in @cllsociety #CelebratingLongLives 5K to raise awareness for those living with chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL). CLL Society is a nonprofit providing education and support to those with #CLL and SLL. Please consider making a donation to my fundraising page. [link to your fundraising page] #CLLS5K22

I support people living with chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL) everywhere. That is why I am [walking/running/biking/etc.] 5K with @cllsociety. Please consider supporting my efforts to raise [insert your $ fundraising goal]! [link to your fundraising page] #CLLS5K22

I am celebrating the long lives of all living with #CLL and SLL on July 23rd by [walking/running/biking/etc.] a 5K with @cllsociety. Join me! https://bit.ly/39OEfRr #CelebratingLongLives #CLLS5K22

@cllsociety knows the value of getting CLL/SLL patients connected to expert care so they can live long, happy lives with the right treatment for them. Help me raise funds to support their work as I participate in their inaugural #CelebratingLongLives 5K event! [link to your fundraising page] #CLLS5K22
GET CREATIVE and write your own message about why you are participating in Celebrating Long Lives or how CLL/SLL personally impacts your life!

Suggested Social Media Posts

TWITTER

#CelebratingLongLives #CLLS5K22

- Join me on July 23rd as I participate in #CelebratingLongLives and go 5 kilometers with @cllsociety to raise awareness for those living with chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL)!

- I'm participating in #CelebratingLongLives 5K w/ @cllsociety to raise awareness for #CLL and SLL. CLL Society is a nonprofit providing education & support to those with CLL/SLL. Help make a difference by donating to my fundraising page.
  [link to your fundraising page] #CLLS5K22

- I support people living with #CLL and SLL everywhere. That is why I am [walking/running/biking/etc.] 5K with @cllsociety. Please consider supporting my efforts to raise [insert your $ fundraising goal]!
  [link to your fundraising page] #CelebratingLongLives #CLLS5K22

- I am celebrating the long lives of all living with #CLL and SLL on July 23rd by [walking/running/biking/etc.] a 5K with @cllsociety. Join me!

- @cllsociety knows the value of connecting CLL/SLL patients to expert care so they can live long lives with the treatment right for them. Help me support their work as I participate in their #CelebratingLongLives 5K event!
  [link to your fundraising page] #CLLS5K22
On July 23rd I will be participating in #CelebratingLongLives and going 5 kilometers with CLL Society to raise awareness for those living with chronic lymphocytic leukemia/small lymphocytic lymphoma (#CLL /SLL)! Check out the link in my bio to learn more. #CLLS5K22 #crowdfunding #5K #charity

I am participating in CLL Society's #CelebratingLongLives #5K to raise awareness for those living with chronic lymphocytic leukemia/small lymphocytic lymphoma (#CLL /SLL). CLL Society is a nonprofit providing education and support to those with CLL/SLL. Please consider making a donation to my fundraising page and help me raise [insert your $ fundraising goal]! Link in bio. #CLLS5K22 #crowdfunding #charity

I support people living with chronic lymphocytic leukemia/small lymphocytic lymphoma (#CLL /SLL) everywhere. That is why I am [walking/running/biking/etc.] #5K with CLL Society. #CelebratingLongLives #CLLS5K22 #crowdfunding #charity

I am celebrating the long lives of all living with #CLL and SLL on July 23rd by [walking/running/biking/etc.] a 5K with CLL Society. Join me! #CelebratingLongLives #CLLS5K22 #crowdfunding #5K #charity

CLL Society knows the value of getting #CLL and SLL patients connected to expert care so they can live long, happy lives with the right treatment for them. Help me raise funds for their efforts as I participate in their inaugural #CelebratingLongLives #5K event! Link in bio. #CLLS5K22 #crowdfunding #charity
How to Participate

Complete a 5K

**Design Your Own Course**
Your 5K can be completed in a location of your choosing! Visit our event webpage for tips on setting your course and tracking distance for your 5K: https://bit.ly/39O EfRr.

**Choose Your Mode**
You can complete your 5K as a walk, jog, run, hike, bike, swim, or other physical activity of your choosing.

**Join with Friends, Family, Others**
You don’t have to do your 5K alone! Find others who’d like to get moving and use this as an opportunity to share with them how CLL/SLL has impacted your life and what CLL Society means to you.

Share Your Experience

**Post on Social Media**
Use CLL Society’s prepared messaging and graphics as is or personalize them to your liking to share your participation in the event and raise awareness.

Share pictures and videos of yourself in the event t-shirt completing your 5K.

Tag @cllsociety on Facebook and Twitter and use #CelebratingLongLives and #CLLS5K22

**Get Personal**
Tell your friends, co-workers, neighbors, relatives, and others how CLL/SLL has impacted your life. Do this through posting on social media, talking in person, over a phone or video call, through an email, or with a text me:
How to Participate

Fundraise
Sign up to be a fundraiser in addition to registering for the 5K event and raise money for the mission of CLL Society. Set a fundraising goal and personalize your fundraising page with a photo of yourself and a message about why you are participating in Celebrating Long Lives.

Create a Team
Come together with family, friends, co-workers, and others to create a team of individuals working towards a communal fundraising goal in addition to your personal goal.

Spread the Word
After the event, continue to tell those you know and those you meet about your involvement in CLL Society's Celebrating Long Lives 5K event.

Raising awareness for and supporting those living with chronic lymphocytic leukemia/small lymphocytic lymphoma shouldn't be a one day effort. People are diagnosed with CLL/SLL every day. Every day people living with CLL/SLL need your help to find expert care and a reliable support organization they can call home. Help CLL Society reach all individuals impacted by CLL/SLL so no one has to go through this diagnosis alone!

Follow CLL Society on social media and share the work we are doing.
Thank You Sponsors

Gold Level Sponsor
Beigene

Silver Level Sponsor
MEI Pharma