



Dear friends, families, and supporters of Camp Kesem,

Giving Tuesday is just one week away (December 1), and on this national day of giving, we're asking for your social media support to help the over 3 million children touched by a parent's cancer. We hope you'll join us in this campaign by helping us spread the message to **#GiveKidsKesem** on your social media platforms.

Here's what you can do in the days leading up to Giving Tuesday:

1. Use the photo above as your **Facebook cover image**--you can click to download it above, or change it directly from Facebook [here](#).
2. Add the **#GiveKidsKesem hashtag** over your Facebook or Twitter profile pictures through our Twibbon platform, [here](#).
3. Share the #GiveKidsKesem message on your social media. Here's some example messaging you can copy and paste on the days leading up to Giving Tuesday:

*A suggested Tweet **before** Giving Tuesday:*

- This #GivingTuesday, help bring the magic of Camp Kesem into the lives of children touched by a parent's cancer and #GiveKidsKesem.

*A suggested Facebook post **before** Giving Tuesday:*

- Are you a part of #GivingTuesday? Join the giving movement on December 1 and help the over 3 million children touched by a parent's cancer by supporting Camp Kesem in its mission to #GiveKidsKesem!

Or feel free to create your own message -- **just remember the hashtags #GiveKidsKesem and #GivingTuesday.**

And don't forget to add a photo to your post on Facebook: You can post your own, use one from our national Camp Kesem [Facebook page](#), or from your local chapter's page! You can find a live feed of all the #GiveKidsKesem photos on this "Tagboard" [here](#), or you can click the links below to follow Camp Kesem's national social media and share directly from us (we have a great series of countdown posts going on):



On **Giving Tuesday**, we will be premiering a **new Camp Kesem video** that we think will touch the hearts of thousands of people. **We're so proud of it, and we wanted to give you a sneak peek** (but please do not share yet!):



#GiveKidsKesem & Change a Life

In the early hours of **Giving Tuesday**, we will send you another newsletter filled with reminders and additional ideas for how you can help us on your social media platforms that day (including a link to share the above video).

If you would like to schedule your tweets and Facebook posts in advance, here are two ideas for you to cut and paste for Tuesday, December 1st!

Suggested Tweets on Giving Tuesday:

- Why should you #GiveKidsKesem this #GivingTuesday? This video says it all: <http://ow.ly/V2yPV>. Donate now/change a life: <http://ow.ly/V2z2p>
- Watch this amazing video & #GiveKidsKesem: <http://ow.ly/V2yPV>. Donate now to change the life of a child: <http://ow.ly/V2z2p> #GivingTuesday

Suggested Facebook post on Giving Tuesday:

- Step 1: Share our official YouTube Video above, which [you can find here](#).
- Step 2: Add text to remind people to donate. Here's an example:

After you watch this amazing video, you'll understand why I am supporting Camp Kesem and want to #GiveKidsKesem this #GivingTuesday. There are over 3 million children touched by a parent's cancer. Help one of them and donate: <http://www.campkesem.org/donate>.

(Note: If you copy and paste the video URL into Facebook, you can actually delete the URL for the video in the content box once you see that the video image has uploaded.)

We are grateful for all the love and support you have offered Camp Kesem in the past, and I hope you will help us promote awareness this **Giving Tuesday** so that we can continue to bring the magic of Kesem into the lives of even more of the millions of children touched by a parent's cancer.

Sincerely,

Jane Saccaro
CEO, Kesem

Camp Kesem is a program offered by Kesem, a nationwide non-profit organization that supports children touched by a parent's cancer.



Stay Connected

