Using social media to advance your mission -
speaker presentation

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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
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.

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 silver 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.
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 (forget 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.
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, she 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.

The Carpino 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 Alex's Lemonade, please join us in thinking of Carpinoos during this difficult time and leave a message for the family in the comments below.
Hi Hero Families! 🌟 Do you have a hero or SuperSibs 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 in school in the comments below!

- Mina, Social Media Coordinator for ALSF

and 12 others

80 Comments

View 28 more comments

1st day of school today! 🎨📚

Love · Reply · 2w · 1

Jennifer Klein Petrini

learning seriously.

Aless Lemonade

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 helps families — those families who have been directly impacted by childhood cancer — share some of their first day pictures with us.

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

awsonation

Like · Reply · 3w
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
BREAKTHROUGH: With funding from Alex's Lemonade, 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 of difference in the fight against childhood cancer — and no dollar 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 Foundation and Tap Cancer Out. Learn more about this research, supported by the Bio-Therapeutic Impact Award, a joint initiative with the College of Medicine, on our website: [bit.ly/2vFssgJ](bit.ly/2vFssgJ)

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BREAKTHROUGH: The FDA recently approved a new pediatric cancer drug thanks, in part, to Alex's Lemonade-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 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

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Research Breakthrough

Powered by Alex's Lemonade Stand Foundation

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There are 2 types of sarcomas:

- Bone sarcoma
- Soft tissue sarcoma

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.
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

MAY 14

Add a comment...
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

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.

GO GOLD!

Share this Ribbon for Kids with Brain Tumors

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 #AlexesLemonade-funded research impact stories that are helping make a difference for children with brain tumors.

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

$205 raised
8 people donated.
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
Closing thoughts

Storytelling helps us build on the mission of the Foundation

Entertains, educates and empowers our community

How might storytelling help your mission?