

Post a Personal Video on your Campaign Page

One of the most effective things you can do is post a personal video sharing your passion and inspiration about the Eyes On Cancer cause. You can share this video on your campaign page as well as on social media, and it will make donating much more compelling to your network overall!

1 Record an authentic video about why you're fundraising

On your phone, computer, or with an actual video recorder, share why you are helping support this amazing cause!

Some things to remember that do help inspire others:

- One person dies every 52 minutes from skin cancer in the US alone.
 - One in five people will get this disease at some point in their lifetime.
 - It is the ONLY form of cancer that can be observed completely on the outside and caught early this way.
 - The survival rate for Melanoma is 98% when caught early.
 - Eyes On Cancer is doing something completely unique to battle skin cancer
 - Beauty professionals add even more value to their already amazing jobs by getting trained to save peoples lives.
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2 Upload the video to YouTube, Vimeo, or another video hosting site

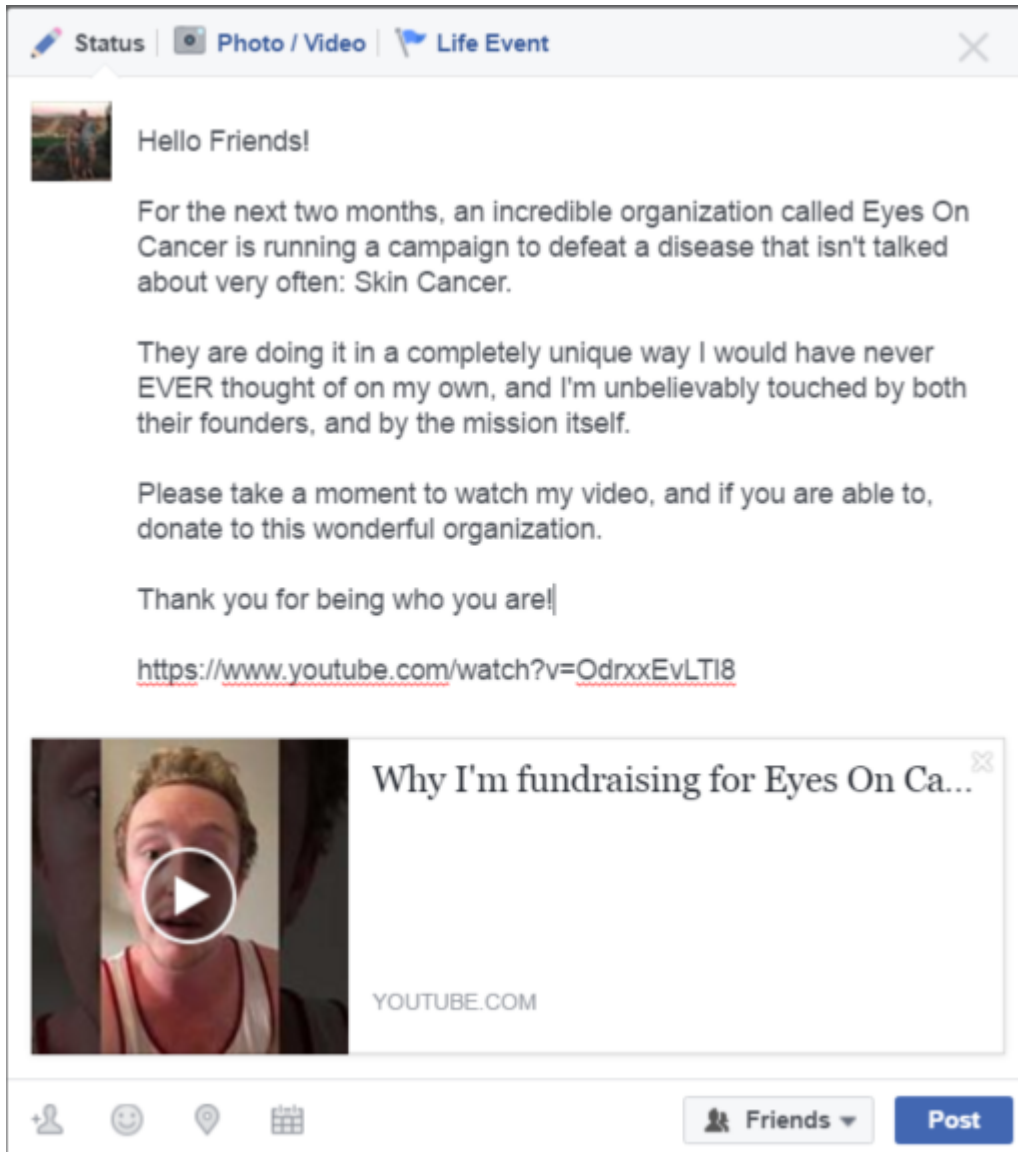
You can do this directly from your phone. You may be prompted to log into your account first. If you are having trouble doing this, or are unsure how, please reach out to jfoster@eyesoncancer.org and the EOC support team will help you get this done!

3

Share this video on Social Media



Create a post on Facebook, or add it to a Tweet. You can even do a quick series of 10 second Snapchats woven into a story if you wish! Check below for an example post on Facebook with the video attached!



4

Upload the video to your fundraising page



Feel free to use the same exact language you did on your social media posts.

Go to the "manage" button on the top of your campaign page.

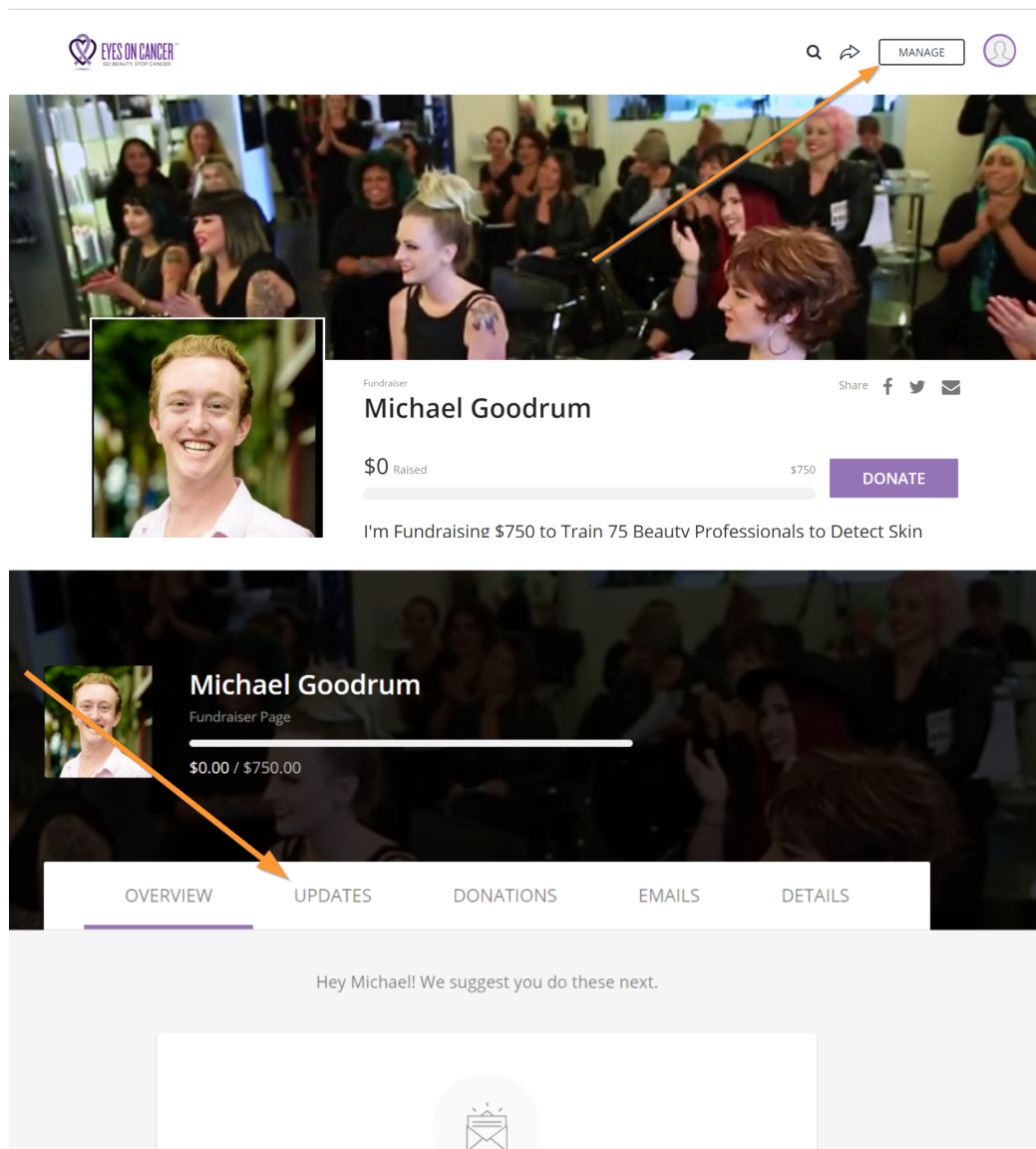
Select Updates.

Create a new update.

Title your post, and enter the language you used to share this with your original network.

Select the little video icon on the bottom of the page, and insert your YouTube Link.

Choose Publish.





Create a new update

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Why I'm Fundraising For Eyes On Cancer

For the next two months, an incredible organization called Eyes On Cancer is running a campaign to defeat a disease that isn't talked about very often: Skin Cancer.

They are doing it in a completely unique way I would have never EVER thought of on my own, and I'm unbelievably touched by both their founders, and by the mission itself.

Please take a moment to watch my video, and if you are able to, donate to this wonderful organization.

Thank you for being who you are!

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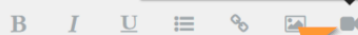
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Thank you for being who you are!



[http://
https://www.youtube.com/watch?v=OdrxxEvLTl8](http://https://www.youtube.com/watch?v=OdrxxEvLTl8)

Insert



What should I write?

 Shared with Donors

DELETE

PUBLISH