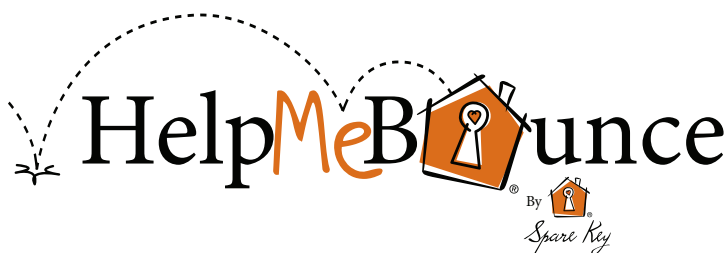


- THE POWER OF SHARING -



## IT'S SO IMPORTANT TO SHARE

### » The First Step is to “Share”

The first thing you should do after your campaign is approved is share it everywhere! Utilize all of the share options on your campaign profile page, and don't hesitate to ask your family and friends to do the same!

### » One Share is Not Enough

The key to keeping your campaign at top of mind in your community is to keep sharing it! Don't stop after the first share. Every time you post a new family update to your campaign profile or have a new photo to share, use it as an excellent reason to share your campaign with your community again!

### » Don't Be Embarrassed or Shy

Some families are embarrassed to share that they are seeking financial assistance, even though it's due to a medical crisis. Don't let this be a barrier for you. This is the time to fall back on the support of your community – you aren't in this alone! Let your family, friends and community share in your Help Me Bounce journey, and help your family “Bounce and Not Break!”

### » What Do I Say When I Share?

We know it can be difficult to find the right words to share your journey, and ask for financial support. Here is just one example of what you could say:

*“As some of you know, our son Milo was diagnosed with Lymphoma in November 2018. We are so grateful for our family and friends who have been with us from the beginning. It has been a tough journey and has required my husband and I to give up time at work so that we can be by Milo's side, leaving us with bills to pay. Please consider visiting our Help Me Bounce campaign, and see if there is an opportunity for you to help our family “Bounce and Not Break.”*