

## Community Fundraising Social Media Post Content

Thank you for fundraising to support children with dementia. You're not only raising funds to power world-first action for kids with dementia, you're raising vital awareness with your friends, family and networks.

Many people are often shocked to learn childhood dementia exists. As you may well know, however, once they know about it, it's impossible to ignore and they want to help.

To this end, we've created some text and images that you can use on social media and in your communications on your fundraising page to explain what childhood dementia is and why we need to act to help children and their families.

We have them here in no particular order and suggest you edit the text to suit you best. Or feel free to copy and paste the text and just insert your relevant details. It's up to you.

Remember to tag us in your posts so we can share them with our community.

Instagram: @childhooddementia

Facebook: @childhooddementiainitiative

Linkedin: <https://www.linkedin.com/company/childhood-dementia-initiative/>


X: @Child\_Dementia

## **Post idea #1 - Noah video**

I'm <INSERT HERE WHAT YOU'RE DOING> to raise funds and awareness for kids with dementia.

Noah's story shows the reality of childhood dementia – a devastating condition that robs kids of their abilities and their lives.

Heartbreakingly, half of these kids don't make it past age 10. They urgently need progress, which is why I'm fundraising for Childhood Dementia Initiative. Will you support my challenge? Every donation brings us closer to improving survivorship and quality of life for kids with dementia.

 What childhood dementia takes from kids

<https://youtu.be/KdDcvpc7RNo?si=XJSsDAWmOl8K27lu>

<LINK to your donation page>

#ChildhoodDementia #DementiaAwareness

## Post idea #2 - Image tile with statistic



Did you know that 1 in 2,900 babies are born with a childhood dementia condition? This is as common in Australia as well-known disorders like cystic fibrosis. Yet, most people don't even know that children get dementia.

I'm <INSERT HERE WHAT YOU'RE DOING> to raise funds and awareness for kids with dementia. These children and their families need more support, more research, and more hope.

If you can donate, it will motivate me and support Childhood Dementia Initiatives's work to change the world for kids with dementia.

<LINK to your donation page>

Together, we can make a difference. 💪

#ChildhoodDementia #DementiaAwareness #MakeChange

### Post idea #3 - Image tile with statistic



If you know about dementia in adults, you already know a lot about dementia in kids. A child with dementia loses their ability to talk, walk, read, write and play. Eventually, their body loses the ability to function. Most kids don't reach the age of 18.

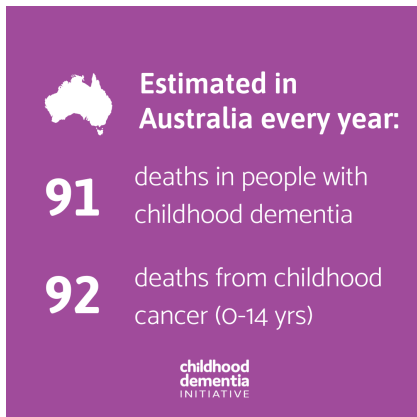
Childhood dementia is caused by over 100 genetic conditions that kids are born with. There are no cures, and it's hard for families to get their kids the care and support they need.

I'm turning this around by supporting Childhood Dementia Initiative with <INSERT HERE WHAT YOU'RE DOING>. I'm asking everyone to give kids with dementia a helping hand. Every dollar counts and I'm so grateful to everyone who has donated so far.

<LINK to your donation page>

#ChildhoodDementia #DementiaAwareness

## Post idea #4 - Image tile with statistic



Shocking, isn't it? Half of all kids with dementia die by the age of 10, most don't reach adulthood, and all die prematurely.

Can you help me support kids with dementia? Every donation helps!


<LINK to your donation page>

#ChildhoodDementia #DementiaAwareness

## **Post idea #5 - For days/weeks before you start your challenge/ event**

Just x weeks/days until I <INSERT HERE WHAT YOU'RE DOING> in support of kids with dementia. This video features Angelina before childhood dementia, and then once her symptoms started. It's not easy to watch, but I think it drives home the importance of getting more research, better support and more awareness for kids like Angelina.

If you have donated to my <INSERT HERE WHAT YOU'RE DOING>, thank you! If you still want to, it's not too late. It will make a big difference to kids and be a great motivator for me.

 This is what childhood dementia does

[https://youtu.be/MUWhJ\\_PrlyA?si=eA8f\\_IGrUIYO8n6R](https://youtu.be/MUWhJ_PrlyA?si=eA8f_IGrUIYO8n6R)

<LINK to your donation page>

#ChildhoodDementia #DementiaAwareness

## **Post idea #6 - Just before you start. A photo of you or a video of you with this message**

I'm just about to embark on <INSERT HERE WHAT YOU'RE DOING> to raise funds and awareness for children with dementia. The whole way, I'll be thinking about the kids who are living with dementia, and about their families who are watching their kids slowly fade away.

I'm so proud to be part of a community of people who want to change the world for kids with dementia. And that includes everyone who has so far donated to my challenge. Thank you for your motivation and thank you for supporting kids with dementia.

If you want to donate, it's definitely not too late! Please donate and help me raise funds for kids here: <LINK to your donation page>

#ChildhoodDementia #DementiaAwareness