

Show you care.
Love a Lammie.



WORLDWIDE LAM AWARENESS MONTH

2024 SOCIAL MEDIA TOOLKIT

June has been designated Worldwide LAM Awareness Month (WWLAM) by the Worldwide LAM Patient Coalition. WWLAM brings together the global community in a collaborative effort to educate the world about the signs and symptoms of LAM, raise funds to support LAM research, and share our global achievements. Want to help fundraise? Use this guide to plan and get started.

CREATE A FUNDRAISING PAGE

Facebook Fundraisers

Create your own Worldwide LAM Awareness Month Facebook Fundraiser. Click [here](#) to get started.

Start your own fundraising *team*

Utilize The LAM Foundation's fundraising software to create an entire fundraising team! Invite your friends and family members to join you. It's easy! Click [here](#) to get started.

THINK ABOUT WHO YOU KNOW

Along with friends and family, you have acquaintances, current and former colleagues, fellow alumni, community and religious groups, neighbors, and even businesses you frequent. Share your fundraising link! **Given the opportunity, most people are happy to contribute. Don't hesitate to ask!**

HOW TO ASK FOR DONATIONS

Social media channels have made fundraising user-friendly, allowing you to message everyone in your group. You can reinforce this through text, phone, email, or in person. Make sure everyone knows how much this cause means to you.

To help boost your fundraising during the challenge, try these examples of what to say and when to say it:

WEEK 1 – 6/1/24 (Kickoff Day)

June is Worldwide LAM Awareness Month. Let's make a difference.

Email, text, and/or message your donor circle. Make a self-donation to encourage others. Post a link to your online fundraising post/site and let everyone know that no donation is too small.

WEEK 2 –6/8/24

Reminder: My Worldwide LAM Awareness Month fundraiser is underway – join me!

Ask five family members, 10 close friends and four neighbors to each make a \$25 donation. Ask ten members from a house of worship or community group to chip in \$5 each.

WEEK 3 – 6/15/24

Here's a status report on what we need to reach our goal.

Reach out to three local businesses you use, like dry cleaners, coffee shops, nail salons, and hair stylists, to give \$25 each.

WEEK 4 – 6/22/22

Last chance to help me reach my goal!

This is the last week to make your goal – remind everyone to pitch in. In other words, almost there!

WEEK 5 – 6/30/24 (Last Day!)

Worldwide LAM Awareness Month is almost over! Last day to help me reach my goal.

We're almost there! Share provided graphics to help spread awareness of LAM with a link to your fundraiser.

WEEK 6 – 7/6/24 (Thank you, donors!)

We did it! Thank you for making a difference for women with LAM!

Amazing group effort. Thanks to you, we've raised awareness and funds to help the worldwide LAM community. Here's the final tally....

YOUR SOCIAL MEDIA TOOLS

Use or tweak the sample text below and combine it with the graphics (right-click and save the images) to post on any or all your social media channels.

SAMPLE CAMPAIGN TEXT:

Join me for Worldwide LAM Awareness Month during June in supporting The LAM Foundation's mission to find a cure for lymphangioliomyomatosis (LAM), one of 6000 rare diseases worldwide. LAM impacts thousands of women around the world, including [me/my sister/my patients]. We're making progress towards a cure, but we're not quite there yet. Can I count on you? Please consider contributing here to help fund critical research and provide hope to women with LAM.

#WWLAM24 #LoveALammie #ShowYouCare #TheLAMFoundation #CureLAM

LAM FACT GRAPHICS

LYMPHANGIOLEIOMYOMATOSIS
lym • phan • gi • o • lei • o • my • o • ma • to • sis

- shortness of breath (dyspnea)
- chest pain (pleurisy)
- chronic cough
- fatigue
- lung collapse (pneumothorax)
- benign kidney tumors (angiomyolipomas)
- accumulation of fluid called chyle, in chest cavity or abdomen (pleural effusion)

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PNEUMOTHORAX
(lung collapse)

60%

60% of women living with LAM experience a pneumothorax

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ANGIOMYOLIPOMA
(benign tumors often found in the kidneys)

Angiomyolipomas occur in:

33.33% of women living with sporadic LAM

80-90% of women living with TSC-LAM

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AVERAGE AGE AT DIAGNOSIS

35

The full age range can vary between 13-80+

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FATIGUE

70%

70% of women living with LAM experience fatigue

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PLEURAL EFFUSION
(leakage and accumulation of fluid known as chyle into the chest cavity)

Pleural effusions occur in:

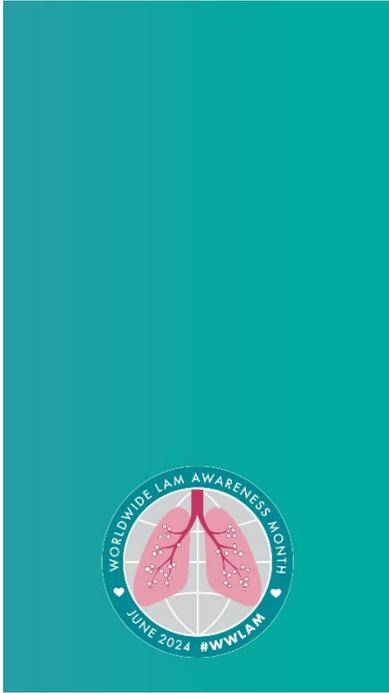
20% of women living with sporadic LAM

<10% of women living with TSC-LAM

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LOGOS AND TEMPLATES



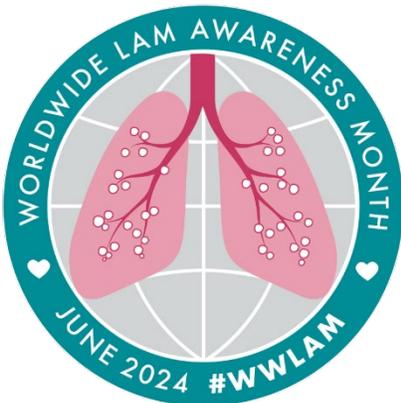
[CLICK HERE TO DOWNLOAD \(FACEBOOK COVER\)](#)



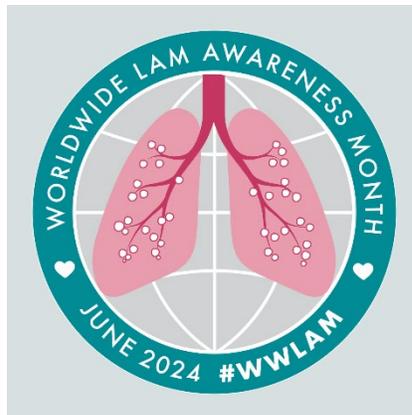
[CLICK HERE TO DOWNLOAD \(X COVER\)](#)

[CLICK HERE TO DOWNLOAD
\(INSTAGRAM STORY TEMPLATE\)](#)

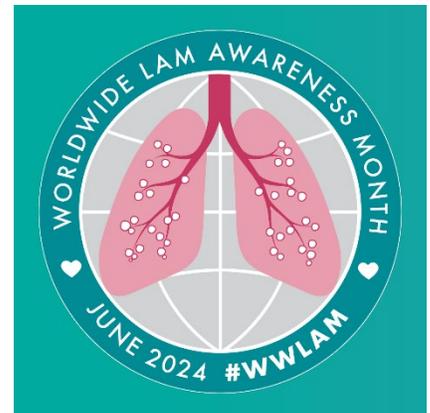
LOGO AND PROFILE PHOTOS/SQUARE GRAPHICS.



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