



2025 BCAN Walk Social Media Toolkit

Thank you for helping the Bladder Cancer Advocacy Network (BCAN) promote our [Walks to End Bladder Cancer](#). Funds raised from the Walks enable us to continue to provide free-of-charge programs and services for bladder cancer patients and those who love them. This year the walks will take place in 17+ cities across the country in April and May. We are grateful for your financial support and efforts in helping us spread the message to your communities. BCAN has been organizing and hosting Walks to End Bladder for over a decade. These nationwide events have included thousands of walkers in 47 states and have raised more than \$6 million to fund BCAN's vital educational and support programs and services.

Key Messages

- BCAN provides free educational materials and support services to help the more than 725,000 people living with bladder cancer in the US.
- The day of the Walks are powerful opportunities to come together as a community and ensure that no one walks alone in their bladder cancer journey.
- *Most importantly, sharing your personal story and what your Walk means to you is the most vital tool in spreading awareness.*

Sample Posts

- Please join me and my team **[insert team name]** on **Saturday, XX, 2025** for the Walk to End Bladder Cancer in **[insert city]**. This walk is incredibly important to me **[insert personal reason for walking]**. Having you there to support me on this important day would mean the world to me. Together we can continue to build this community – so that no one ever has to feel alone **[add a link to your team page]**
- Join me in the fight against bladder cancer! I am walking for **[insert your personal reason]**. Every dollar makes a difference and moves me closer to my fundraising goal of **\$XX** to support patients and their families who are part of this community. Your donation directly enhances BCAN's ability to reach more people dealing with this terrible disease, making a substantial difference in saving lives and supporting patients and families. **[add a link to your fundraising page]**
- The Walk to End Bladder Cancer is a day to honor the survivors, caregivers, family, and medical professionals who grapple with the realities of this disease every day. By attending or fundraising for a Walk, you are making a direct impact on building the support system for the bladder cancer community.

- We're getting closer to the 2025 Walks to End Bladder Cancer, happening in 17+ cities nationwide thanks to our amazing network of participants and supporters! Click [here](#) to join us!
- These Walks are more than just gatherings; they're a powerful movement toward greater bladder cancer awareness, education, and support. More importantly, they're a vital fundraising method for the Bladder Cancer Advocacy Network (BCAN). Your participation helps BCAN continue to offer its always-free programs and services for patients and loved ones and fund medical research.
- Bladder cancer can be a very isolating experience but the Bladder Cancer Advocacy Network (BCAN) is working to make sure that no one walks through it alone. Please join one of the 2025 Walk to End Bladder Cancer to help support bladder cancer patients and those who love them. See the full list of cities hosting walks at bcanwalk.org.
- Did you know that more than 725,000 people are living with bladder cancer in the US? BCAN needs your help to help provide always-free support and resources for those impacted as well as research funds to help end bladder cancer. Will you join us? Visit bcanwalk.org to attend a virtual or in-person Walk to End Bladder Cancer

Don't forget to tag BCAN in each of your posts. BCAN handles:

- | | |
|--|---|
| ● X/Twitter
@bladdercancerUS | ● Instagram
@bladdercanceradvocacynetwork |
| ● Facebook
@BladderCancer | ● YouTube
@bladdercanceradvocacynetwork |

Other Tips

Lead by example - Start by donating to your own campaign and ask others to match it!

Download the Walk with BCAN Mobile App – Take your fundraising experience on the go! Update your page, send emails, text messages, and check your fundraising progress – all from the palm of your hand. Download it now from the [Apple Store](#) or [Google Play](#).

Send emails – You can find customizable email templates in your participant center to send to friends and family to ask for their support and to join you on Walk Day.