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Announcing #GivingTuesday  
#Cure4BCM Campaign

#GI  ING TUESDAY™

November 28, 2017

**SAVE THE DATE!**

**When is "GivingTuesday" this year?**

This year, on November 28th, BCMFF will participate in the annual #GivingTuesday Campaign.

**DONATE!**



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## How can you participate?

### 1. [Donate](#)

You can donate to our cause by simply clicking on the button below.

BCM Families Foundation is the only non-profit organization totally dedicated to the cure of Blue Cone Monochromacy. All donations that we collect go exclusively to fund the most promising medical research towards the treatment and ultimate cure of BCM.

To find a cure for BCM we all must work together. While donations can directly fund medical research, we also need help to spread the word and build a larger understanding about this rare disease. Please help us in any way that you can.

[DONATE!](#)

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### 2. Volunteer to tell your BCM story.

It is our stories that help potential donors understand why donating to #Cure4BCM matters so much.

Your BCM story can be as simple as a well-chosen **photo** of you or one of your relatives, and a caption explaining what a cure for BCM means to you and your family or your best known skills for coping with the challenges of BCM.

The idea is to share a story of hope and positivity in light of the difficulties associated with BCM.

Please send your BCM Story to Daniela Marmentini and Kay McCrary, using email address [info@bcmfamilies.org](mailto:info@bcmfamilies.org).

Any "Tell Your BCM Story" volunteer must sign permission for the story to be publicly shared on social media and on our website. Names and identifying information may be withheld upon request.

# #MyGivingStory

Examples of picture and caption.

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**"I pray daily that a cure for BCM will be found in Zeb's lifetime. A cure, so he and no other children have to struggle their whole life with this rare genetic disorder! Please help #Cure4BCM" (Marsha, mum of Zeb)**

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***"BCM is a bummer! No fun being legally blind, color blind & glare blind!  
Please help #Cure4BCM"***

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**3. Use our Facebook Frame #GivingTuesday #cure4BCM during our campaign.**



You can edit your profile picture on Facebook, by using the Giving Tuesday #cure4BCM frame, simply by clicking on the link below. By using it, you publicize this important effort.

<http://profile.actionsprout.com/o/E4062B>

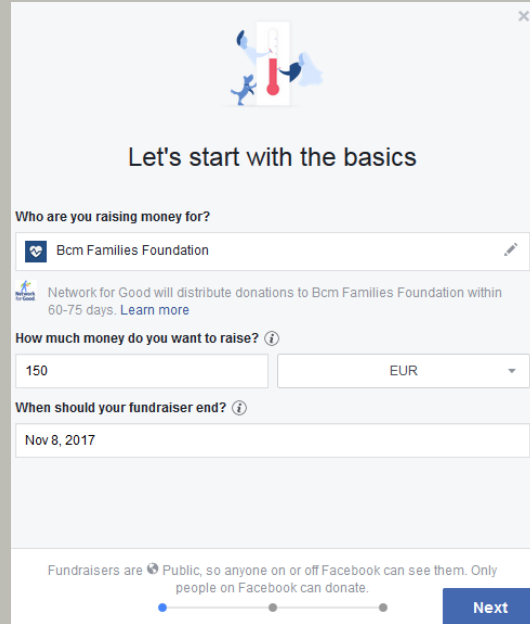
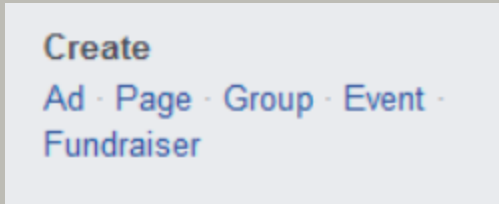
#### **4. Put a donation button on your Facebook page.**

This is an opportunity to share what matters to you with your Facebook friends. Here's how:

1. When you are on your Facebook page, look down at the bottom of the page to see 3 icons, "Create", "Notifications" & "More". Click "More".
2. You now see a list entitled "Explore". The fifth item in this list is "Fundraisers". Click "Fundraisers".
3. Now you have instructions "Get Started with Fundraisers". All you need to do is to follow those instructions. You need to have a goal. For example, you can set your #GivingTuesday goal to \$200.
4. On the next page, choose that you are raising money for a Nonprofit.
5. Next page, type BCM Families Foundation on the grey search bar at the top of the page.
6. And there we are!! BCM Families Foundation, Health. Jupiter, FL. Click that.
7. You can now set an amount and an ending date.

8. Invite your friends to donate!

DIFFERENT DEVICES MAY HAVE THIS IN A DIFFERENT LOCATION. Explore. For example, the links may be perpendicular on the side of a main page when you use a computer tower.



Building support around BCM research is something we must all do together. Please help us in making this #GivingTuesday our most successful one yet.



**What is "GivingTuesday"?**

Started in 2012, #GivingTuesday is an important day for donating to charities. In 2016, a record-breaking \$177 million dollars were donated to support online

501(c)(3) nonprofits like ours. #GivingTuesday in 2016 became the third biggest donation day of year by dollars and the second biggest donation day of year by number of donors.

Clearly, BCM Families Foundation needs to have presence and a plan for #GivingTuesday. The path to #Cure4BCM is costly –the donations and new donors to support BCM research are most urgently needed.

You can learn more about Giving Tuesday here:

<https://www.givingtuesday.org/>

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info@bcmfamilies.org

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