



Confessions of a Social Media Campaigner

by David J. Neff @daveiam

CRM: Engaging People. Building Loyalty. Partnering for Success.





**Social Media needs to be defined as a
group think mentality around your message.**

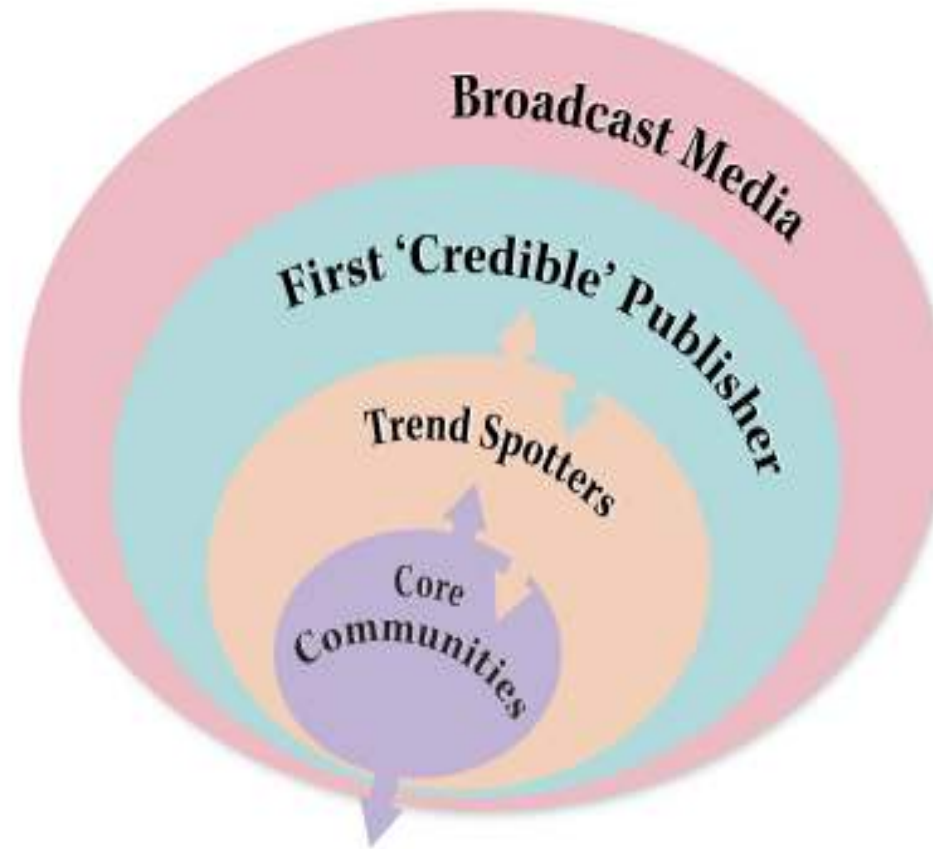
People are going to talk about your message.

Deal with it. Encourage it.

Old Media Model



New Media Model












THE OFFICIAL SPONSOR OF BIRTHDAYS.™

Stay Well | Get Well | Find Cures | Fight Back




Make us the official sponsor of your birthday!

Join us, and help create a world with more birthdays.

Email: Birthday:

* Year is not required for birthday.



- Send an E-Card
- Create Your Birthday Page
- Facebook: Declare ACS your official birthday cause!
- Download the ACS Birthday Kit
- Make a Birthday Donation
- Cool Stuff

Creating a world with more birthdays

To most people, birthdays are just a reminder that they're getting older. But at the **American Cancer Society**, "Happy Birthday" is a victory song, because a world with less cancer is a world with more birthdays. And that's definitely something to celebrate.

More than 11 million Americans who have survived cancer—and countless others who have avoided it—will celebrate a birthday this year, thanks to the progress we're making together to help



YouTube



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Welcome to the American Cancer Society
Lubbock Hope Lodge

LATEST NEWS

Help Your American Cancer Society Make Hope Lodge Lubbock a Reality.

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Video - Hope Lodge - Lubbock - Patients describe the crucial assistance they received.

[Read more »](#)

An update from the co-chairs.

[Hope Lodge](#) / [Locations](#) / [Lubbock](#) / Home

Facing cancer is one of life's greatest challenges.

Finding a place to stay in Lubbock during treatment shouldn't be.

In 2008, nearly 2,236 of cancer patients will travel more than 50 miles each way to undergo cancer treatment at one of Lubbock's three health care facilities.

But many forgo this treatment because of the prohibitive costs of hotels, meals, and transportation. Most of these patients are middle to low-income, requiring one to four weeks of treatment. Most are unable to go home during this period, which only compounds the struggle for patients who are left without the care of loved ones while undergoing exhausting treatments.

By eliminating many emotional and financial concerns, the American Cancer Society Hope Lodge Lubbock will reduce disparities in cancer care and improve the quality of life for cancer patients and their families.

Hope Lodge Lubbock, a free, 24 hours a day, seven days a week temporary residential facility, will offer a home away from home for cancer patients and their caregivers while receiving outpatient treatment.



Mrs. Ruby Bradley
Quay, New Mexico
[Read my story . . .](#)



How to
Request a Room



Guest Personal Pages



Virtual Tour
ACS Hope Lodge



Make a Donation



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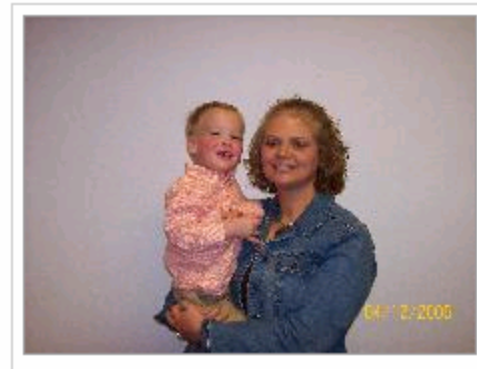
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Amanda Faith

I was first diagnosed in Dec 03' w/ ALL. I was 8 wks pregnant, the day after Christmas I went into the hospital and got ready to start my chemo. They had done a DNC on my b/c I wasn't far along enough to carry the baby. I started my chemo the first part of January and went into remission Jan. 29, 2004. I finished all my chemo treatments in Aug. I did all my check-ups like I should and bone marrow biopsy's. Then in Feb. 07' I relapsed at 27wks pregnant and delivered my little boy on March 6th at 3 lbs. 11 oz. He was as healthy as could be. I started chemo again 2 wks after having him and did all my treatments once a month. Then in Aug. 07' I had a Stem Cell Transplant from an unrelated donor. I am now back to working part time and enjoying my life w/my husband for almost 7yrs and little boy who just turned 2. I thank God everyday for all the things he has done for me and my family. I also have a website: caringbridge.org/visit/amandamikel
Please visit it to read the rest of my story..



Fundraising Goal: \$100.00

Total Number of Gifts: 0

Total Value of Gifts: \$0.00

[Make a Donation](#)

Guest Book

If you would like, you can add your name and a short message to our Guest Book. Thank you.

[Sign the Guest Book](#)

ami Thu, Apr 23, 2009

WOW TRULEY AMAZING !!! GOD BLESS YOU AND YOUR FAMILY ALWAYS!!!!!!!!!!!!!!

[Tell a friend about](#)

[Create a page like this](#)

[Please bookmark this page.](#)



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

Make us the official sponsor of your birthday!



25 Friends have declared ACS their birthday sponsor!

Your Birthday Hub

Help build the movement for more birthdays! Click **Celebrate** to send a birthday message to your friend(s), or click **Donate** to make a birthday donation in your Friend's honor.

INVITE MORE FRIENDS ▶

MOREBIRTHDAYS.COM

Send an ACS E-Card

Create your Birthday Page

Download the ACS Birthday Kit

Make a Birthday Donation

Celebrate

Add to Profile

Birthday Tip

Start an annual tradition. Celebrate in the same place every year, make a traditional meal, or plan an activity you can do on every birthday.

Your Friend's Upcoming Birthdays

[Your Birthday >](#)

Friends Who've Taken Action

- | | | |
|--------------------------|--|---------------------------------------|
| BIRTHDAY DONATION | You've wished Lindy a Happy Birthday! | April 26
Lindy Davison |
| BIRTHDAY DONATION | You've wished Mary Clare a Happy Birthday! | April 27
Mary Clare Madeley |
| BIRTHDAY DONATION | You've wished Jennifer a Happy Birthday! | April 29
Jennifer Campbell |
| BIRTHDAY DONATION | CELEBRATE | April 29
Whitney Jones |
| BIRTHDAY DONATION | CELEBRATE | May 1
Tim Allmon |
| BIRTHDAY DONATION | CELEBRATE | May 1
Wendy Harman |
| BIRTHDAY DONATION | CELEBRATE | May 4
Jason Martin |



[Tom Willner](#)
Donated Birthday



[Harvey Schwartz](#)
(Columbus, OH)
Donated Birthday



[Tekia Thompson](#)
(Kansas City, MO)
Installed app



[Sharing Hope](#)
Donated Birthday



[Aaron Bramley](#)
Donated

Advertise

Xbox Elite Combo



Receive a free Xbox 360 Elite with Resident Evil 5 by completing our offers!



My Car - Where's Yours?



I became rich in 4 weeks being lazy. Read my story and do the same.



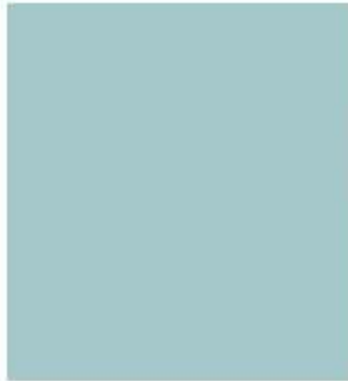
Virtual Stock Market



Get \$100,000 Virtual dollars to build a virtual stock portfolio and compete against others. Free



More Ads



Help create a world with more birthdays by celebrating yours.

Your birthday is the one day that is all about you and celebrating your life. Although many people think of birthdays as a reminder that they're getting older, here at the American Cancer Society, we think every birthday is a victory. Because a world with more birthdays is a world with less cancer – and that's definitely something to celebrate!

You can make your birthday mean even more this year by celebrating your birthday with the American Cancer Society. This birthday kit will give you all the tips and tools you need to dedicate your special day to helping create a world with more birthdays. In this kit you will find:

- Ideas for making your birthday more meaningful
- Delicious, healthy recipes for birthday parties and get-togethers
- Birthday gift ideas with health and wellness in mind
- A donation form that will allow your friends and family to make a gift to the fight against cancer instead of giving you a birthday gift this year

We are honored to celebrate your birthday with you. And we thank you for joining the movement to create more birthdays and save lives!



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Stay Well | Get Well | Find Cures | Fight Back

Cool Stuff

The American Cancer Society is leading the fight to create a world with more birthdays, because we know every birthday represents another victory over cancer. Let others know that you are helping us create a world with more birthdays by downloading our blog badge, desktop wallpaper, and other cool stuff.

Blog Badge

To add our badge to your blog, copy the code in the box and paste it in your blog.

```
<a href=http://morebirthdays.com/morebirthdays/index.asp><img src=http://morebirthdays.com/morebirthdays/images
```



Send an E-Card

Create Your Birthday Page

Facebook: Declare ACS your official birthday cause!

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Make a Birthday Donation

Cool Stuff

Wallpaper

Show your support for More Birthdays by decorating your desktop with one of our images.

To add an image as your desktop background, click on a thumbnail. A new window will open with the full image.

For Windows, right-click on the





Sharing Hope.tv

GAMMA



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Our Spirit

00:00 | 01:00



Need some Music?

Thanks to the time and talent of some very generous artists, Sharinghope.tv is able to provide a few tunes for you to use free of charge in your videos and music. The people that wrote them support the same passion for hope that you do!



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Today's Most Popular

1



[CPS-3: Research In Action at Relay For Life](#)

Rating: ★★★★★

2



[Relay Team Participant Message: Alex Laynor](#)

Rating: ★★★★★

3



[2009 Relay For Life Season Greeting](#)

Rating: ★★★★

You may be all too familiar with cancer. You may know about the numerous forms it can take.

Watch

[Watch More >>](#)

Your mom always told you to share, right? Well here we have the same philosophy.

Share

[Share More >>](#)

The American Cancer Society is the nationwide community-based voluntary health organization.

Learn

[Learn More >>](#)



SharingHope.TV - Benefits

- Helps our constituents share their story (no bus needed)
- Helps move the mission by sharing stories from real people
- Helps showcase our events and how they work
- Every video has the option to donate (Fundraising)

Relay Team Participant Message: Alex Laynor



Description: Alex Laynor, Heroes of Hope class of 2009, delivers a message to Relay For Life team participants.

Views: 1085

Rating: ★★★★★

Created by: [thomas](#)

Tags: [relayforlife](#), [heroesofhope](#), [alexlaynor](#),

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Alex Laynor
Relay For Life Volunteer





Google Analytics, Summize.com,
Compete.com, Tweetscan.com,
Google Blog Alerts Beta,
Facebook Searches, Viewzi.com

Drain:



You're doing it wrong!



TXT Your Session Evaluation!

TXT ntc152
to 69866

Or complete online at <http://nten.org/ntc-eval> or on a paper evaluation available in the session room.



Each completed session evaluation enters you to win a FREE 2010 NTC Registration!

Mobile Commons



Q&A

download: www.drop.io/ntenconfessions

contact: [@daveiam](#) dneff22@gmail.com

CRM: Engaging People. Building Loyalty. Partnering for Success.

