

## 2024 Bankers Life Forget Me Not Days© Approved Participant Social Media Content

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Use only this approved content when sharing your personal fundraising link during the Bankers Life Forget Me Not Days campaign.

### Posts are sectioned for the four phases of the campaign:

- Pre-campaign posts (now through June 19)
- The Longest Day (June 20)
- After The Longest Day (June 21-July 31)
- Post Campaign Results (August)

### Steps for use:

**Step 1.** Register with your office team at [www.Alz.org/FMND](http://www.Alz.org/FMND) (search for your office by number or name in the search bar).

**Step 2:** Copy your personal fundraising link from your Participant Center. While in your Participant Center, consider connecting your fundraising page to Facebook. *Those who connect their fundraising page to Facebook raise more than 2X than those who do not.*

**Step 3.** Please update the content with < > before publishing live onto your social pages. All assets will be available on BSPN and in Sprinklr.

**NOTE:** Include @BankersLife @alzassociation (on Twitter & Instagram; use @actionalz to tag on Facebook) #BankersLifeFMND #ENDALZ @[local ALZ chapter] tags to all posts

Questions? Email [ForgetMeNotDays@Banklife.com](mailto:ForgetMeNotDays@Banklife.com)

Pre-campaign Posts (now through June 19)	
Angle	Content
Alzheimer's & Brain Awareness Month	<b>June is Alzheimer's &amp; Brain Awareness Month. Support &lt;us/me&gt; this month by making a gift to &lt;my/our&gt; Bankers Life Forget Me Not Days® campaign: &lt;insert unique fundraising link&gt; #ENDALZ</b>
Campaign kick-off	<b>For 22 years, Bankers Life has been spreading the seeds of hope to raise awareness and funds for a future without Alzheimer's. Support this year's Forget Me Not Days® campaign here: &lt;insert link to the press release&gt;</b>
	<b>BSO (include number) is excited to kick-off fundraising for the 22<sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign. Help us #ENDALZ by donating here: &lt; insert personal fundraising link&gt;</b>
	<b>This year marks the 22<sup>nd</sup> anniversary of the Bankers Life Forget Me Not Days® campaign! Through this campaign, nearly \$7.5 million has been raised for the Alzheimer's Association through collections and corporate donations. Support &lt;us/me&gt; this year by giving online at &lt;insert your unique giving link&gt;</b>

Caregivers & FMND	<p>In the United States, more than 11 million Americans provide unpaid care for loved ones with Alzheimer’s or other dementias. That is why <i>&lt;we are, I am&gt;</i> raising funds to help #ENDALZ! To learn more about the 22<sup>nd</sup> annual Forget Me Not Days® campaign for the Alzheimer’s Association visit: <i>&lt; insert personal fundraising link or ForgetMeNotDays.com&gt;</i></p> <p>Join us in the fight to end Alzheimer’s and support families and caregivers impacted by Alzheimer’s by donating to the Bankers Life Forget Me Not Days® campaign: <i>&lt;insert unique fundraising link&gt;</i></p> <p>At Bankers Life, we witness firsthand the impact that Alzheimer’s and all other dementia have on our customers and their family members. Join <i>&lt;me, us&gt;</i> in raising funds for the Alzheimer’s Association by donating to the Bankers Life Forget Me Not Days® campaign: <i>&lt;insert unique fundraising link&gt;</i></p>
Did you know?	<p>Did you know that June is Alzheimer’s &amp; Brain Awareness Month? <i>&lt;I am, Bankers Life is &gt;</i> raising funds and awareness through the 22<sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign. Learn more here: <i>&lt;insert link to fundraising page&gt;</i></p> <p>Did you know that the Alzheimer’s Association reported that caregivers provide 18 billion hours of care to loved ones with Alzheimer’s or other dementias? Donate to support caregivers and the fight to #ENDALZ here: <i>&lt;insert unique fundraising link&gt;</i></p> <p>Did you know the Alzheimer’s Association has a 24/7 helpline to connect you with resources and answer questions? Staff is available to help at <b>800-272-3900</b>. Support this vital service by donating to <i>&lt;my/our&gt;</i> Bankers Life Forget Me Not Days® campaign here: <i>&lt;insert unique fundraising link&gt;</i></p>
General FMND	<p>Help <i>&lt;me, us, our office&gt;</i> plant the seeds of hope for a future without Alzheimer’s. The Bankers Life Forget Me Not Days® fundraiser to benefit the Alzheimer’s Association will be raising funds now through July 31! Make a difference by donating today: <i>&lt;insert unique fundraising link&gt;</i></p> <p>For the 22<sup>nd</sup> consecutive year, Bankers Life is raising funds and awareness for the Alzheimer’s Association. Support the fight to #ENDALZ by donating here: <i>&lt;insert unique fundraising link&gt;</i></p> <p>More than six million Americans are living with Alzheimer’s. Join <i>&lt;me, us&gt;</i> in the fight to #ENDALZ by supporting <i>&lt;my, our&gt;</i> Bankers Life Forget Me Not Days® campaign here: <i>&lt;insert unique fundraising link&gt;</i></p> <p>The 22<sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign to support the Alzheimer’s Association is underway through July 31. <i>&lt;Our, My&gt;</i> goal is to raise <i>&lt;\$\$\$\$&gt;</i> to help #ENDALZ. Help <i>&lt;me, us&gt;</i> reach <i>&lt;my, our&gt;</i> goal by donating here: <i>&lt;insert unique fundraising link&gt;</i></p> <p>For the past 22 years <i>&lt;my company, we at&gt;</i> Bankers Life have been committed to raising funds and awareness to advance the care, support and research efforts of the Alzheimer’s Association. Join us and help #ENDALZ by donating here: <i>&lt;insert unique fundraising link&gt;</i> #BankersLifeFMND</p> <p><i>&lt;I am, We are&gt;</i> supporting the Alzheimer’s Association because families facing Alzheimer’s need us now more than ever. Please consider supporting my fundraiser to #ENDALZ. Your donation will help provide 24/7 care,</p>

	<b>support and accelerate research. Together, we can do extraordinary things. To donate, visit:</b> <link to your office's fundraising page or personal fundraising page>
Mission Moment <i>Share why you support the Alzheimer's Association on your social media channels</i>	<b>I participate in the Bankers Life Forget Me Not Days® campaign on The Longest Day and donate to the Alzheimer's Association in memory of my &lt;relationship&gt;. This is an opportunity to honor my &lt;relationship&gt; while helping to advance research that could spare others from this terrible disease and to support families currently facing it. To donate visit:</b> <insert link to unique fundraising page>
	<b>Check out this picture of &lt;me/my team&gt; supporting Bankers Life Forget Me Not Days®. &lt;Annually or for the last XX years&gt; &lt;we/I&gt; raised money to advance the care, support and research efforts of the Alzheimer's Association. Support &lt;us/me&gt; this year virtually by donating at &lt;insert unique fundraising link&gt;.</b>
	<b>I am a proud caregiver to &lt;someone or relationship (father, grandmother, etc.)&gt; living with Alzheimer's. This year I am raising money during the Bankers Life Forget Me Not Days® to help #ENDALZ. You can support my fundraiser here:</b> <insert your unique fundraising link>
	<b>&lt;My office is, I am&gt; planning a Bankers Life Forget Me Not Days® virtual fundraiser to benefit the Alzheimer's Association. Support &lt;our, my&gt; campaign by giving online at &lt;insert your unique fundraising link&gt;</b>
Virtual fundraiser	<b>Today &lt;our Bankers Life team members, our office, I, we&gt; wore purple to raise awareness for Alzheimer's and all other dementia. &lt;We are, I am, Our office is&gt; raising funds for the 22<sup>nd</sup> annual Bankers Life Forget Me Not Day® campaign. To donate visit:</b> <insert fundraising link> #BankersLifeFMND  *Snap a picture of your office in purple and share on social media.
Wear Purple	<b>Show us your purple! June is Alzheimer's &amp; Brain Awareness Month, and you can help raise awareness by going purple and sharing why YOU support the fight to end Alzheimer's. Support my fundraiser here:</b> <insert your unique fundraising link>. #ENDALZ

The Longest Day Content (June 20)	
Post Date	Content
Thursday, June 20 "The Longest Day"	<b>&lt;I am, We are, Our BSO Office is&gt; fighting Alzheimer's on #TheLongestDay. Support &lt;my efforts, our efforts, Bankers Life efforts&gt; by donating to the 22<sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign. Together, we can move the fight to end Alzheimer's forward.</b> <insert unique fundraising link> #ENDALZ
	<b>&lt;I am, We are, Our BSO office is, Bankers Life is&gt; fighting the darkness of Alzheimer's on #TheLongestDay – the day with the most light. Join &lt;me, us&gt; in the fight and support us with a donation &lt; insert unique fundraising page&gt;</b> #ENDALZ

Post Longest Day Content (June 21-July 31)	
Angle	Content
Last chance to donate!	There is still time to donate and help move us closer to a world without Alzheimer's and all other dementia. To learn more and donate to the 22 <sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign visit: <i>&lt;insert unique fundraising Link&gt;</i>
	<b>Time is running out! Support the Bankers Life Forget Me Not Days® campaign fundraiser to benefit the Alzheimer's Association! Donate here: <i>&lt;insert unique fundraising link&gt;</i>!</b>
	There's still time to make a difference and support the 22 <sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign. Your donation will support the care, support and research efforts of the Alzheimer's Association. Help end Alzheimer's in honor of those we love by donating here: <i>&lt;insert unique fundraising link&gt;</i>

Post Campaign (August)	
Angle	Content
Sharing campaign results	The results are in! The 22 <sup>nd</sup> annual @BankersLife Forget Me Not Days® campaign raised over <b>\$XXX,XXX!</b> Thank you to all who participated and/or donated to <i>&lt;our campaign, my fundraising goal, our offices fundraiser&gt;</i> to help support an end to Alzheimer's. <i>&lt;insert link to official press release&gt;</i>
	We are proud to share the results of the 22 <sup>nd</sup> annual Bankers Life Forget Me Not Days® campaign! Since 2003, Bankers Life has helped raise more than <b>\$x</b> million for the Alzheimer's Association®. Learn more here: <i>&lt;insert link to official press release&gt;</i>
Top Fundraisers <i>Offices can use customizable graphics available in Sprinkl</i>	<b>Congratulations to <i>&lt;name&gt;</i> for being our office's top fundraiser for this year's Bankers Life Forget Me Not Days® campaign!</b>