

Tax Checkoff Program - Colorado Cancer Fund



2017 Social Media Awareness Kit

Created by:


Colorado Cancer Coalition



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Why an Awareness Kit?



What is a Tax Checkoff Program?

An income tax refund voluntary contribution program, commonly referred to as a "tax checkoff program", appears on the state individual income tax return form. The number of programs that appear on the form each year is capped at 20 and preference for placement on the form is given to returning programs.

How do I contribute to a Tax Checkoff Program?

It's very simple. On the Voluntary Contribution Schedule form fill in line 17 with the amount of your donation. Or you can have your tax preparer fill in the form for you. Just let them know which causes you want to contribute to.

I'm not expecting a refund. Can I still make a donation?

Even if you aren't getting a refund, you can still contribute. Just follow the instructions on the form.



About this Kit

This kit was created to raise awareness through social media about the Tax Checkoff Program and the Colorado Cancer Fund. We hope you use this guide to help spread awareness during tax season about the Colorado Cancer Fund, which is Line 17 on your Colorado State Tax form.

Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the Colorado Cancer Fund and is interested in helping to support more vital programs for cancer patients and caregivers across Colorado. This kit was created for health care providers, nonprofits, and other community organizations to help them amplify their social media reach during tax season. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



About the Colorado Cancer Fund

The Colorado Cancer Fund is a voluntary contribution program on the Colorado State Income Tax Form. The goal of the Colorado Cancer Fund is to help reduce mortality from cancer by improving early detection and expanding existing education, screening and quality of life services throughout Colorado for populations who are currently underserved.

The Fund was developed by advocates who are passionate about preventing uninsured and under-insured people from falling through the cracks in the social safety net. The Colorado Cancer Fund evolved from the former Breast and Women's Reproductive Cancers Fund. It is now a program under the Colorado Cancer Coalition, a statewide collaborative working to eliminate the burden of cancer in Colorado.

The Colorado Cancer Fund addresses the significant needs of Coloradans impacted by cancer. The intention of the Colorado Cancer Fund is to complement, not duplicate, current services.

The Colorado Cancer Fund revenues are distributed via a competitive grants program. The next grant cycle will be open in the fall of 2017.

Sample line on your Colorado State tax form:

Voluntary Contributions Schedule			
Instructions:			
Use this schedule to make voluntary contributions to selected Colorado charities. If you would like to donate money to one of the organizations available as part of		Checkoff Colorado, enter the desired amount here. See the back of the 104 booklet for more information about each of these charitable organizations.	
Name		SSN	
17. Colorado Cancer Fund		• 17	00

Line 17! Donate to the Colorado Cancer Fund - the more we can raise, the more we can help!

2016 Colorado Cancer Fund Grantees

- **Cervical cancer screenings** for women recommended for colonoscopies, provided by Planned Parenthood of the Rocky Mountains' Steamboat Springs and Glenwood Springs.
- **Nutritious meals** to patients with cancer to help them lead healthier, more independent lives, provided by Project Angel Heart.
- **12 weeks of Reiki or Healing Touch** to help patients cope during and after a diagnosis, provided by LifeSpark Cancer Resources.
- Education to survivors of ovarian cancer on the hereditary risks in ovarian cancer, to **increase the numbers of women who are survivors of ovarian cancer getting genetic counseling and testing**, and to **prevent ovarian cancer in blood relatives of women who test positive for hereditary ovarian cancer**, provided by the Colorado Ovarian Cancer Alliance.
- **Free medical cannabis education** to Colorado cancer nonprofits and organizations to empower cancer patients to make an educated decision on whether cannabis treatment is right for them.
- Weekend retreats for cancer survivors and their caregivers. Participants hike to remote cabins high in the central Rockies, and spend two nights relaxing, and developing insights that **help in the transition to finding a "new normal"**, provided by Live by Living.
- **Research:** Molecular signatures of radiation response in human-derived anaplastic thyroid cancer cell lines - researchers suggest that their proposed study could help to understand the unique molecular characteristics of these patients' individual tumors and yield meaningful information that could rapidly translate into improved outcomes.
- **Financial assistance** to patients throughout Colorado to allow them to continue treatment while maintaining dignity and quality of life, provided by Rocky Mountain Cancer Assistance.
- Creation of a **financial management education seminar for cancer patients**, provided by Sense of Security.
- **AND MUCH MORE** has been funded throughout the state.

Line 17! Donate to the Colorado Cancer Fund!

Communicating #COCancerFund on Social Media

POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable and trusted resources to learn more.

Educate on the importance of donating.

- Show the benefit this funding will bring
- Highlight past grantees
- Share stories of people grantees have helped
- Show why they can be a part of something bigger than themselves
- Demonstrate that a little can go a long way! Most people make a relatively small donation—an average of \$10—if a quarter of the population in Colorado donated \$10 this tax season that would total \$13 million dollars!
- It is a perfect time to remember your favorite charities and make a small contribution to help them continue making Colorado a great place to live and work

Tips for **#COCancerFund** on Social Media

Hashtags for the Colorado Cancer Fund:

#17on17
#ColoradoCancerFund
#COCancerFund
#CheckoffCO

Follow these influencers:

Colorado Cancer Coalition

Twitter: @CoCancerFund

Facebook: <https://www.facebook.com/ColoradoCancerCoalition>

Web: <http://www.coloradocancercoalition.org>

Colorado Cancer Fund #17on17

Awareness Social Media Messaging

Facebook Messaging

Help us support more vital programs for cancer patients and caregivers throughout the state, by remembering to donate on line 17 of your state taxes and spreading the word to your networks via Facebook! Use the suggested messaging below:



You can impact many different cancer related causes with one donation to the Colorado Cancer Fund! Line 17 on your state tax form #17on17
#coloradocancerfund #COCancerFund <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

The Colorado Tax Checkoff Programs represent a diverse range of causes that provide critical programs and services to communities throughout the state. The Colorado Cancer Fund is a beneficiary of these funds. Funds go towards screening services, reiki, survivorship services, financial assistance, meals, and much much more! Remember to donate on Line 17 on your taxes. <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

Did you know? Even if you're not getting a refund, you can still make a Colorado Cancer Fund donation on your state tax form. Donations made on Line 17 will help provide cancer patients and caregivers with critical services.

<https://www.coloradocancercoalition.org/colorado-cancer-fund/> #COCancerFund #17on17
#coloradocancerfund

The Colorado Cancer Fund is a program of the Colorado Cancer Coalition, which serves as the statewide network for cancer-related organizations and individuals who are dedicated to saving lives and improving the quality of life for all Coloradans.

<https://www.coloradocancercoalition.org/colorado-cancer-fund/>

In 2016, the Colorado Cancer Fund granted Sense of Security with seed money to create a financial management program for cancer patients. Don't forget to donate on Line 17 on your state tax form, so we can continue to fund innovative programs like this.

Colorado Cancer Fund #17on17

Awareness Social Media Messaging

Facebook Messaging, continued



In 2016, the Colorado Cancer Fund provided hundreds of nutritious meals to cancer patients via Project Angel Heart. Don't forget to donate on Line 17 on your state tax form, so we can continue to ease the burden on cancer patients.

In 2016, the Colorado Cancer Fund provided reiki & healing touch to cancer patients & survivors via @LifeSparkCancer. Don't forget to donate on Line 17 on your state tax form, so we can continue to improve the quality of life of cancer patients.

In 2016, the Colorado Cancer Fund provided cervical cancer screenings for patients via Planned Parenthood of the Rocky Mountains (Glenwood Springs and Steamboat). Don't forget to donate on Line 17 on your state tax form, so we can continue to provide life saving prevention services.

In 2016, the Colorado Cancer Fund provided financial assistance to cancer patients via Rocky Mountain Cancer Assistance. Don't forget to donate on Line 17 on your state tax form, so we can continue to ease the financial burdens of cancer patients.

In 2016, the Colorado Cancer Fund granted the Colorado Ovarian Cancer Alliance with funds to educate survivors of ovarian cancer on the hereditary risks in ovarian cancer, to increase the numbers of women who are survivors of ovarian cancer getting genetic counseling and testing, and to prevent ovarian cancer in blood relatives of women who test positive for hereditary ovarian cancer. Don't forget to donate on Line 17 on your state tax form.

In 2016, the Colorado Cancer Fund funded two weekend retreats for cancer survivors and their caregivers via Live by Living. Participants hike to one of two remote cabins high in the central Rockies, and spend two nights relaxing, and developing insights that help in the transition to finding a "new normal". Don't forget to donate on Line 17 on your state tax form, so we can continue to provide once in a lifetime experiences for cancer patients and caregivers.

Colorado Cancer Fund #17on17

Awareness Social Media Messaging

Twitter Messaging

Help us support more vital programs for cancer patients and caregivers throughout the state, by remembering to donate on line 17 of your state taxes and spreading the word to your networks via Twitter! Use the suggested messaging below:



Every dollar donated thru the @COCancerFund stays in CO to fund critical services for cancer patients & caregivers. Line 17!

Taxes on your to do list this weekend? Donate on line 17 to help cancer pts. <http://bit.ly/CoCancerFund> @cocancerfund

What is Checkoff Colorado? Check out the organizations that benefit. <http://bit.ly/CoCancerFund> Line 17 funds grants to cancer orgs in CO.

The great thing about #COCancerFund is that it's a simple way to give. A donation of just \$17 can make a huge impact. @cocancerfund Line 17

Did you know? Even if you're not getting a refund, you can still make a @cocancerfund donation on your state tax form. #checkoffco

Haven't done taxes yet? Check off line 17, Colorado Cancer Fund, & donate to orgs that assist cancer patients. <http://bit.ly/CoCancerFund>

Doing your taxes soon? Don't forget Line 17, the Colorado Cancer Fund. <http://bit.ly/CoCancerFund>

Colorado Cancer Fund #17on17

Awareness Social Media Messaging

Twitter Messaging, continued

In 2016, the @COCancerFund funded the creation of a financial management program for cancer patients. Line 17. #17on17

In 2016, the @COCancerFund provided hundreds of nutritious meals to cancer patients via @proj_angelheart. Line 17

In 2016, the @COCancerFund provided reiki & healing touch to cancer pts & survivors via @LifeSparkCancer Line 17 #17on17

In 2016, the @COCancerFund provided cervical cancer screenings for patients. Line 17 on your state taxes. #17on17

In 2016, the @COCancerFund provided financial assistance to cancer patients. Line 17 on your state taxes. #17on17



Checkoff Colorado - Colorado Cancer Fund



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For more information:



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