



Team Telomere

Million Dollar Bike Ride Social Media Toolkit

Background:

We have partnered with the University of Pennsylvania's Orphan Disease Center since 2014 to accelerate our ability to fund quality science for Telomere Biology Disorders. To date, we have raised over \$520,000 for TBD research. Our goal for this year is to raise **\$40,000** for TBD research. Of our total, \$25,000 will go toward the Million Dollar Bike Ride (MDBR) and will be matched dollar for dollar by the Orphan Disease Center.

Our fundraising page is user-friendly and allows you to create your team and raise funds virtually from anywhere in the world! We are asking our community to rally their friends, family, and networks to support accelerating TBD research. By creating a fundraiser, you will accelerate the medical and scientific community's research in finding causes, effective treatments, and a path toward a cure.

Ready, set, pedal for research!

Quick Info:

Event Date: June 8th, 2024

Format: Virtual OR in-person in Philadelphia, PA

Set up your fundraising page: [MDBR Fundraising Campaign Link](#)

Learn more: [Million Dollar Bike Ride Homepage](#)

Event Hashtag: #PennMedMDBR2024 #TelomereResearch #TBD_Research #MDBR2024

Socials:

Instagram - @TeamTelomere

Facebook - Team Telomere

X - @TeamTelomereInc

LinkedIn - Team Telomere

Graphics:

[MDBR Graphics Folder](#)

Folder includes a social graphic of the event logo as well as an infographic of research funded through MDBR for your use.

Alternative Text for Graphic:

(This is used to describe graphics for accessibility. There are options on social media platforms to add this information.)

I am riding for TBD Research:

Graphic reads "I am riding for Telomere Biology Disorder research. Help me reach my fundraising goal!" Background is yellow. The center of the graphic has the Team Telomere 2024 Million Dollar Bike Ride logo.



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Funding TBD Research Over the Years:

Graphic is a vertical timeline with grant names, grantees, and amount of funding awarded. The background is a dark blue with the timeline in white and light blue. The title reads “Funding Telomere Biology Disorder Research” the bottom right corner has the Team Telomere and Million Dollar Bike Ride logos.

Sample Social Post / Email Copy:

Feel free to copy, paste and edit these base social templates for sharing about your participation in this event.

Community Version:

- I am riding for research this June to raise money for vital Telomere Biology Disorder (TBD) research. Team Telomere is part of the Million Dollar Bike Ride through Penn Medicine’s Orphan Disease Center, where every dollar raised is matched to fund a pilot research grant. On June 8th, I will be riding my bike virtually in celebration with my TBD community for all of the funds we have raised.

Will you help me reach my fundraising goal with a donation today?

[Insert your personal story here, if desired.]

Scientific-Facing Version:

- Telomere Biology Disorders (TBDs) are a group of rare conditions that can affect the body in many ways, including causing bone marrow failure, pulmonary fibrosis, liver disease, cancer, and other conditions. There is presently limited research funding for TBDs. Funding TBD research is critical to moving toward improved treatments and cures.

Team Telomere is part of the Million Dollar Bike Ride through Penn Medicine’s Orphan Disease Center. To date, they have raised over \$520,000 for TBD research through this effort. From supporting TBD-specific clinical trials, investigating potential treatments, and better understanding the TBD disease process, the TBD field has been shaped by funding this impactful research.

Our goal for this year is to raise \$40,000 to directly fund a pilot research grant. On June 8th, I will be riding my bike in celebration with my TBD community for all of the funds we have raised.

Will you help me in accelerating TBD research and reaching my fundraising goal with a donation today?