

Washing Cars. Fighting Cancer.

MESSAGING TOOLKIT

The St. Jude *Washing Cars. Fighting Cancer.* campaign helps St. Jude keep the promise to our patients and their families: they will never receive a bill from St. Jude for treatment, travel, housing or food – so they can focus on helping their child live.

Key Messages

*“Every Dollar Makes a Difference.
Stop by [Name of Your Car Wash] as we wash cars to fight cancer in support of the patients and families of @stjude.”*

- Every Dollar Makes a Difference
- Make a Difference for Kids Like Luxe
- Donate \$1 Today

St. Jude Social Media Handles



facebook Type @stjude for the full name to appear