

September is CMT Awareness Month, so

**LET'S BEAT
CMT**

CMTAUSA.ORG/LETSBEATCMT



#LetsBeatCMT Toolkit

#LetsBeatCMT is a social media initiative during CMT Awareness Month to encourage the Charcot-Marie-Tooth disease community to share their CMT experiences throughout September.

Post your videos and photos on social media using #LetsBeatCMT to educate the world about CMT's impact and share how you beat CMT daily.

CMT impacts everyone differently and it is time the world knew more about this often-overlooked disease. **Together, we can make this the last generation affected by CMT!**

CAMPAIGN GOALS

- Generate awareness by getting people talk about CMT on social media
- Engage people outside the CMT community
- Inspire everyone to get involved with CMTA

#LetsBeatCMT

SAMPLE SOCIAL MEDIA POSTS

Include infographics, photos and videos with your posts/tweets. Tag celebrities, sports teams & major companies. Ask to share & retweet.

- September is #CMTAwareness Month...Join the #CMTAFamily and #LetsBeatCMT Visit cmtausa.org for more information about CMT and join the fight.
- This September #LetsBeatCMT to support the #CMTAFamily and generate #CMT awareness. Visit cmtausa.org for more information about CMT and join the fight. #CMTAwareness
- September is #CMTAwareness Month so #LetsBeatCMT and educate the world about #CMT. Visit cmtausa.org for more information about CMT and join the fight. #CMTAFamily
- Join the #CMTAFamily during #CMTAwareness Month & #LetsBeatCMT. Visit cmtausa.org for more information about CMT and join the fight.

HOW DO YOU BEAT CMT?

CMTA and the CMTA-STAR Advisory Board are committed to finding treatments to make this the last generation affected by CMT. While we continue our research efforts, the community would like to hear your tips on how you live with CMT.

Provide your advice using this template:

I'm (NAME) and this is how I beat CMT.

(Share advice)

To learn more about #CMT and the #CMTAFamily visit cmtausa.org.

#LetsBeatCMT #CMTAFamily #CMTAwareness #CMTStrong

#LetsBeatCMT

WHO TO ASK TO PARTICIPATE

- Friends & Family
- Community Organizations
- Politicians
- Pro & Minor League Players & Teams
- College Coaches & Teams
- Celebrities & Musicians
- TV & Radio Personalities
- Schools

SAMPLE REQUEST LETTER/EMAIL

Dear XXXXX,

I would like to invite you to join the Charcot-Marie-Tooth Association (CMTA) in turning up the global volume on CMT awareness this September by participating in the #LetsBeatCMT social media initiative. Simply record a short video using one of the scripts below and share it to social media in September using #LetsBeatCMT – it is that easy!

Here are some sample scripts:

- Hi, I'm XXXXXX. September is CMT Awareness Month...Join the CMTA Family and Let's Beat CMT. Visit cmtausa.org for more information about CMT and join the fight.
- Hi, I'm XXXXXX. This September Let's Beat CMT to support the CMTA Family and generate CMT awareness. Visit cmtausa.org for more information about CMT and join the fight.
- Hi, I'm XXXXXX. September is CMT Awareness Month so Let's Beat CMT and educate the world about CMT. Visit cmtausa.org for more information about CMT and join the fight.
- Hi, I'm XXXXXX. Join the CMTA Family during CMT Awareness Month & Let's Beat CMT. Visit cmtausa.org for more information about CMT and join the fight.

Thank you!

#LetsBeatCMT

Questions?

Send us an email: socialmedia@cmtausa.org



#LETSBEATCMT

#LetsBeatCMT is a social media initiative during CMT Awareness Month to encourage families to share their experiences with CMT throughout the month of September.



Use #LetsBeatCMT to educate the world about the impact that CMT has on individuals and their families.

LEARN MORE
CMTAUSA.ORG/LETSBEATCMT



This September...

**LET'S
BEAT
CMT**



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**HOW DO YOU
BEAT CMT?**



Share your story on social media using #LetsBeatCMT



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This September

#LETSBEATCMT

It's time the world hears our stories, and together we will turn up the global volume on CMT awareness!



STEP #1: Use your phone to take photos and videos



STEP #2: Share your content on social media using #LetsBeatCMT



STEP #3: Like and share other posts using #LetsBeatCMT

LEARN MORE

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