

HOLIDAY HEROES 2023

creatineinfo.org/holiday-heroes



Social Media Campaign

Share your story and invite your community into your CCDS journey using Social Media! This is a great way to share your personalized URL and keep your followers up to speed on the status of our Holiday Heroes goal.

You can use this guide to time your social media posts using your [custom ACD images](#) and other content provided on the ACD Holiday Heroes fundraising kit.

The dates are just suggestions to make it easy to share your fundraiser regularly. Feel free to time your social posts in a way that makes sense for you and your followers! Also, you can always use any general ACD media from creatineinfo.org/hh-fundraising or share posts from ACD social media channels!

Week of	Content	Suggested Content
Nov 14	In YEAR, NAME was diagnosed with a CREATINE TRANSPORTER DEFICIENCY, GAMT OR AGAT , which is extremely rare and often devastating. ACD is leading the way in funding research to improve treatments and diagnosis for NAME and others like HIM/HER . Last year, ACD raised \$254K to launch the first Creatine Deficiency Research Center and this year they are fundraising for several new and ongoing promising research projects in 2024 and we will be joining them! Watch for our fundraiser coming soon! #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023 @CreatineInfo	Custom image: "Holiday Heros"
Nov 21	Our family's hope is that [describe hopes for the future for affected family member] . Our @creatineinfo community gives us hope that this will be possible someday. That is why our family is committed to helping raise \$350,000 to support creatine deficiency research in 2024. Please donate in support of NAME and our family. We won't stop until the diagnostic journey begins and ends at birth and every individual with a creatine deficiency has a treatment that provides them the opportunity to thrive! Check out our family's story at PERSONAL FUNDRAISING LINK . #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Custom image: "Hope theme 1"
Nov 27	Tomorrow is #GivingTuesday! Make this one special by helping us fund life-changing research that will benefit those living with creatine deficiencies. These are rare, often devastating, disorders that would go uninvestigated, undiagnosed, and untreated if not for the support and advocacy of parent communities like ours through @creatineinfo. The work of ACD has a direct, positive impact on families like ours. Be a part of our story and donate at: PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Custom image: "pre-Giving Tuesday"
Nov 28	It's time to don your cape and become a Holiday Hero for NAME . Today is #GivingTuesday! Help @creatineinfo meet the goal of raising \$350,000 to accelerate cerebral deficiency research in 2024! PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Custom image: "Giving Tuesday Day-Of image 1"

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Nov 28	#GivingTuesday isn't over yet! ACD is funding important CCDS research in 2024 and you can help! Please show that you support research for NAME . Visit our family's fundraising page to give now: PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo @creatineinfo #HolidayHeroes2023	Giving Tuesday Reminder (from ACD Holiday Heroes fundraising kit)
Nov 29	Thank you for helping us kick off our fundraiser! Let's keep it going through the holidays. @creatineinfo has been a catalyst for some incredible achievements in creatine deficiency research and diagnoses in 2023. The progress of these projects is what gives us hope for NAME and others living with a creatine deficiency disorder. Please help research go further in 2024 by supporting our fundraiser for ACD. Your donation makes a tangible difference! Donate to our family's ACD fundraiser in the link below. Thank you! PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Research highlights (from ACD Holiday Heroes fundraising kit)
Dec 1	Join our family in supporting this cause and be a Holiday Hero for NAME . Finding treatments and eventually a cure for creatine deficiencies CCDS is a big challenge but we know we can get there with your support! Follow this link to donate to our family's fundraiser and learn more: PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023 @CreatineInfo	Image from ACD Holiday Heroes fundraising kit
Dec 4	This holiday season, give the gift of hope to patients and families affected by a Cerebral Creatine Deficiency Syndrome and support research for these rare disorders! Our family is having its own Holiday Heroes campaign for @creatineinfo to help fund several promising new and ongoing research projects next year. Show your support by donating at PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Custom image: "Hope theme photo 2"
Dec 11	This was a special year for NAME because he/she [describe milestone or achievements for affected family member] . In 2023 we've seen some great developments in research for creatine deficiencies and we are helping @creatineinfo to raise \$350,000 to keep it going in 2024! Help us get to the next milestone for NAME and donate to our family fundraiser at PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	Custom image: "Celebration"
Dec 18	2023 is coming to a close soon...but you still have time to make a big difference for NAME and others in our CCDS community! Help to accomplish @creatineinfo's goal of \$350,000 for supporting creatine deficiency research in 2024! Go to our fundraising page at PERSONAL FUNDRAISING LINK to donate and become a Holiday Hero. And thank you! #CreatineHeroes #ACDresearch #CreatineInfo #HolidayHeroes2023	There is still time! (from ACD Holiday Heroes fundraising kit)

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Dec 24	<p>We want to extend the season's greetings from our family and our ACD community. We are grateful for you—our family members, friends, teachers, healthcare providers, and everyone who has been there to support NAME and us on our journey with CREATINE TRANSPORTER DEFICIENCY, GAMT OR AGAT. Thank you and happy holidays!</p> <p>There is still time to donate to our ACD fundraiser. Visit PERSONAL FUNDRAISING LINK to make your gift. #CreatineHeroes #ACDresearch #CreatineInfo @creatineinfo #HolidayHeroes2023</p>	Custom image: "Happy Holidays"
Dec 29	<p>There are 3 days left in 2023 which means you have 3 more days to be a holiday hero and give hope to those affected by creatine deficiencies! Help us finish strong and drive research in 2024. Donate at PERSONAL FUNDRAISING LINK. #CreatineHeroes #ACDresearch #CreatineInfo @creatineinfo #HolidayHeroes2023</p>	Goal meter ACD image (coming soon! Will be posted on the ACD Holiday Heroes fundraising kit)
Dec 31	<p>Our family has raised \$XXX,XXX for NAME'S disorder. Please join in and give today. Help us ensure we meet our family's goal of \$XXX,XXX! Our ACD community has big goals for 2024 and your contribution will help us reach them. PERSONAL FUNDRAISING LINK #CreatineHeroes #ACDresearch #CreatineInfo @creatineinfo #HolidayHeroes2023</p>	Help us reach our goal photo (from ACD Holiday Heroes fundraising kit)