

Hello Bateman Teams!

We are extremely excited to begin working with all of you this year. We know this is a great opportunity to broaden our organization's mission and to spread our message of hope nationally.

When sharing content via any social media platform, we request you use hashtags #withpurpose and #iamhappy (both are all lowercase) and use tag @realwithpurpose in every post. If you are developing your own social media platforms for the campaign use a name similar to the one above including your school name. Think of your team as a branch club of a larger organization.

With regard to utilizing With Purpose logo and brand identity, we ask that you keep the colors and fonts outlined in the [Brand Style Guide](#). However, I am open to seeing you use the logo creatively for the campaign ([see this example](#), or [this example](#)) or for any events tied to the campaign. **Please submit all logo variations prior to using to erin@with-purpose.org by Feb. 1 for approval.**

Beyond our logo, you are welcome to include aspects of our family's story if you see fit to help bring the world of childhood cancer treatment to life. For example, the #iamhappy hashtag we use is derived from [a specific experience with Sam that you can read more about on my personal blog](#).

Finally, regarding starting and maintaining chapters of With Purpose, we are absolutely interested in growing the organization this way. However, we are not interested in launching chapters that will not be sustained following the Competition. In other words, the number of chapters launched by any given team will not impact our evaluation of the success of a campaign. Rather, we hope that by engaging with our organization, you and your community are inspired to create chapters of With Purpose and continue to engage with and advocate on behalf of kids with cancer.

If you have any questions, comments, or concerns, please feel free to reach out to me at erin@with-purpose.org.

Best,

Erin Benson