



CACTUS CANCER SOCIETY

About Us

Cactus Cancer Society is an innovative nonprofit serving young adult (YA) cancer patients, survivors, and caregivers, ages 18-45. Through our creative and supportive online programs and resources, we encourage, empower, and connect a diverse and growing community of YAs around the world, 24/7. Our mission is to provide a safe space where young adults facing cancer can connect, cope, and thrive with one another in an online community through creativity and expression. Our vision is to end isolation among young adults facing cancer. All of our programs and resources are delivered online free of charge and are uniquely accessible regardless of a patient's specific diagnosis, geographic location, financial situation, or inpatient status.

Research Study Marketing Opportunities

Study-Specific Recruitment Email: \$1,500 per email

An email to Cactus Cancer Society's email list would allow your organization to educate our audience on your research study's purpose and to share study recruitment information with an engaged young adult cancer-focused audience through a direct email. Currently, Cactus Cancer Society's email list includes over 7,000 engaged contacts.

Study-Specific Blog Post: \$700 per blog post

A blog post would allow your organization to educate our audience on your research study's purpose and to share study recruitment information through Cactus Cancer Society's Young Adult Voices Blog. All blog posts are included in a weekly newsletter sent on Fridays to Cactus Cancer Society's newsletter subscriber list, which includes over 1,500 contacts with a 45% open rate.

Study-Specific Social Media Post: \$500 per social media post

A social media post would allow your organization to educate our audience on your research study's purpose and to share study recruitment information through Cactus Cancer Society's social media network. Study-specific social media content would be posted to 5 social media platforms, including Instagram, Facebook, Twitter (X), Threads, and LinkedIn, which consist of over 8,000 followers.

To further discuss marketing opportunities, reach out to Lauren Creel at lauren@cactuscancer.org