







AMPLIFY YOUR MESSAGE WITH THUNDERCLAP



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A DIGITALGOV UNIVERSITY COURSE



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AUGUST 29, 2013



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A DIGITALGOV UNIVERSITY COURSE

AUGUST 29, 2013

PRESENTERS: DAVID CASCINO & CHELSEA ORCUTT







savetheinternet.com





Mario Tama/Getty Images



Mario Tama/Getty Images



Mario Tama/Getty Images



**THUNDER
CLAP**

POLITICS

How Wall Street Killed Financial Reform.

“.@senjohnsonsd @stabenowpress Hear our voices and stop the rollback of Dodd-Frank <http://thndr.it/JBZD9Z>”

Join Matt Taibbi in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS

1,927 of 500

385% of goal supported



SOCIAL REACH

4,040,822

People



TIME LEFT

Complete

Ends Jun 06, 12:00 PM EDT

THE STORY



ORGANIZER



Matt Taibbi

[@mtaibbi](#)

I'm the author of Griftopia and Rolling Stone columnist, arguably best known for calling Goldman Sachs a "great vampire squid wrapped around the face of humanity." Join me to protect Dodd-Frank from the bullies on Wall St.

BUSINESS | 6/07/2012 @ 3:42PM | 3,005 views

Twitter Shuts Down Thunderclap, New Tweet-Boosting Service

+ Comment Now + Follow Comments

Twitter appears to be building a very nice business on the basis of its ability to promote tweets. The last thing it needs is anyone else coming in and using its platform to offer a competing service.

Is that why Thunderclap, the new tweet-amplification product I [wrote about last week](#), is suddenly offline? As of Thursday afternoon, this is what you see when you go to [Thunderclap's homepage](#):

BUSINESS | 6/07/2012 @ 3:42PM | 3,005 views

Twitter Shuts Down Thunderclap, New Tweet- Boosting Service

+ [Comment Now](#) + [Follow Comments](#)

Twitter appears to be building a very nice business on the basis of its ability to promote tweets. The last thing it needs is anyone else coming in and using its platform to offer a competing service.

Twitter shuts down 'crowdspeaking' app, Thunderclap, one day after launch

By [Ben Popper](#) on June 7, 2012 04:49 pm

[about](#)
you see

BUSINESS | 6/07/2012 @ 3:42PM | 3,005 views

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By Ben Popper on June 7, 2012 04:49 pm

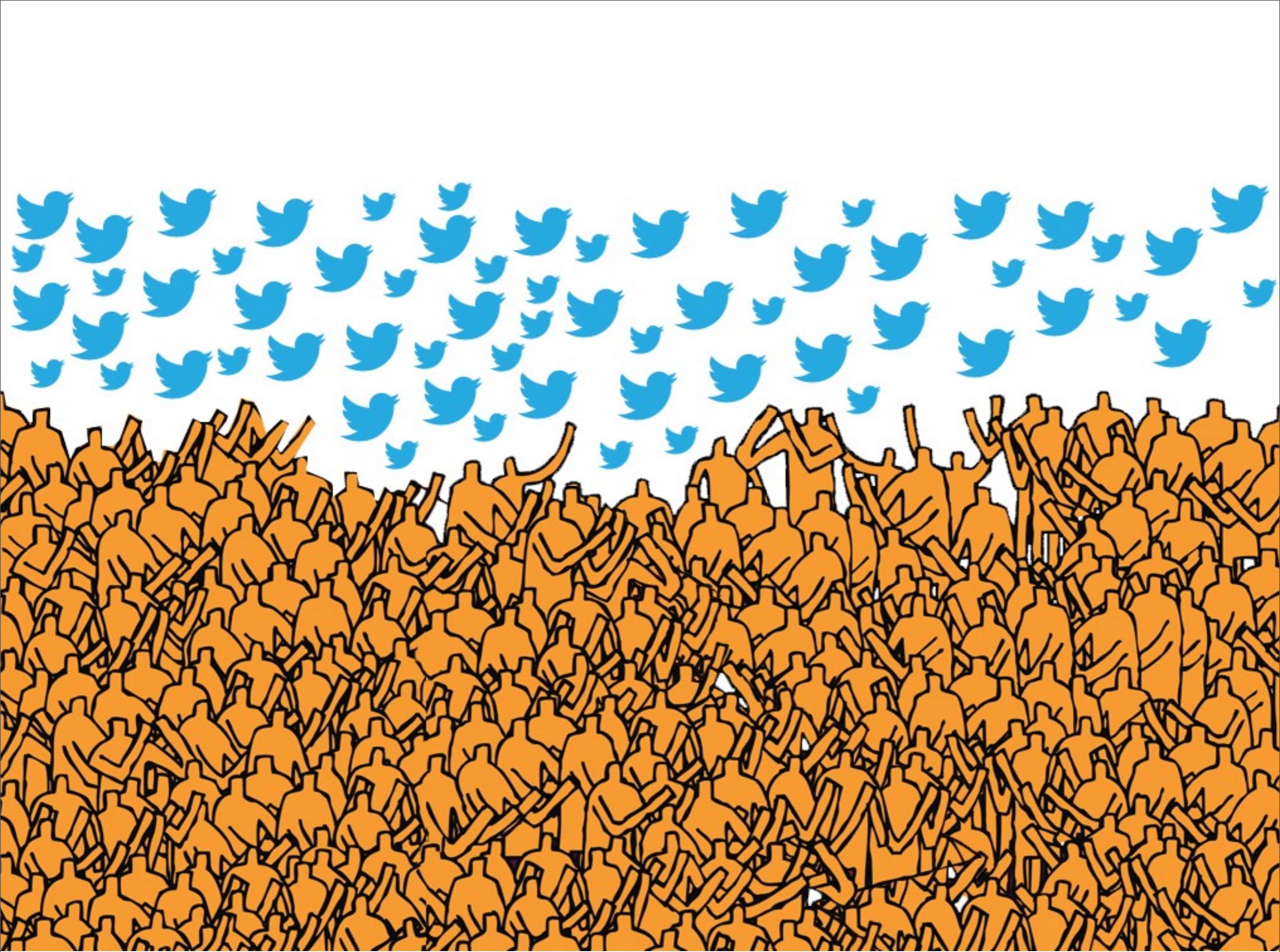
TECHNOLOGY

SILENCED BY TWITTER, THUNDERCLAP RETURNS WITH A BANG ON FACEBOOK

THE KICKSTARTER-STYLE MESSAGING PLATFORM THAT TWITTER SHUT DOWN LESS THAN TWO WEEKS AGO IS BACK. THIS TIME IT'S TAKING ITS FLASH MOB APPROACH TO FACEBOOK--AND TAKING CALLS FROM THE WHITE HOUSE, AL JAZEERA, GLENN BECK'S CREW, AND THE UNITED NATIONS.

BY: CHRISTINA CHAEY





SHARK WEEK 25 YRS

STARTS SUN
AUG 12 9P
Discovery

CAUSE

Sharks in Danger of Extinction

"We support #SharkWeek conservation partners and want to keep our finned friends safe from extinction. <http://thndr.it/NWTwOR>"

Join Shark Week in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS

2,198 of 500

439% of goal supported



SOCIAL REACH

1,847,062

People



TIME LEFT

Complete

Ends Aug 15, 3:00 PM EDT

THE STORY



ORGANIZER



Shark Week
[@sharkweek](https://twitter.com/sharkweek)

We love sharks! This year, Discovery Channel will celebrate the 25th anniversary of Shark Week beginning Sunday, August 12th at 9pm ET/PT. We're proud to support our conservation partners in protecting shark species all over the world.



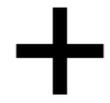
BRANDED ASSETS



BRANDED ASSETS



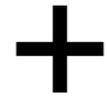
BRANDED ASSETS



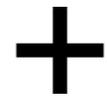
MESSAGE



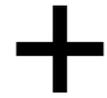
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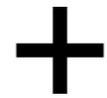
MESSAGE



BRANDED ASSETS



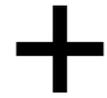
MESSAGE



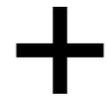
EVENT



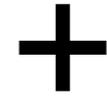
BRANDED ASSETS



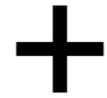
MESSAGE



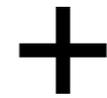
EVENT



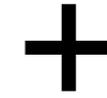
BRANDED ASSETS



MESSAGE



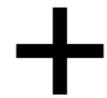
EVENT



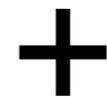
NETWORK



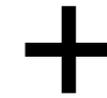
BRANDED ASSETS



MESSAGE



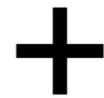
EVENT



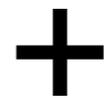
NETWORK



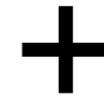
BRANDED ASSETS



MESSAGE



EVENT



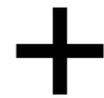
NETWORK



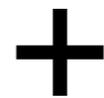
**#LEED BUILDINGS ARE
IMPORTANT**



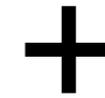
BRANDED ASSETS



MESSAGE



EVENT



NETWORK

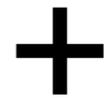


**#LEED BUILDINGS ARE
IMPORTANT**

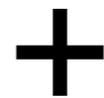
**WEEK-LONG
#LEEDWORKS
CAMPAIGN**



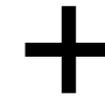
BRANDED ASSETS



MESSAGE



EVENT



NETWORK



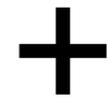
**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

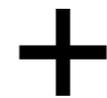
**ENVIRONMENTALISTS
AND POLICY MAKERS**



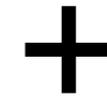
BRANDED ASSETS



MESSAGE



EVENT



NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



BRANDED ASSETS

+

MESSAGE

+

EVENT

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NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

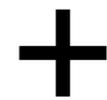
**ENVIRONMENTALISTS
AND POLICY MAKERS**



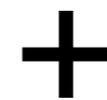
**REMEMBERING JENNI
RIVERA**



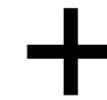
BRANDED ASSETS



MESSAGE



EVENT



NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



**REMEMBERING JENNI
RIVERA**

**PREMIO LO NUESTRO
AWARDS SHOW**



BRANDED ASSETS

+

MESSAGE

+

EVENT

+

NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



**REMEMBERING JENNI
RIVERA**

**PREMIO LO NUESTRO
AWARDS SHOW**

**FANS OF JENNI +
VIEWERS**



BRANDED ASSETS

+

MESSAGE

+

EVENT

+

NETWORK



**#LEED BUILDINGS ARE
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**REMEMBERING JENNI
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**PREMIO LO NUESTRO
AWARDS SHOW**

**FANS OF JENNI +
VIEWERS**



BRANDED ASSETS

+

MESSAGE

+

EVENT

+

NETWORK



**#LEED BUILDINGS ARE
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**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



**REMEMBERING JENNI
RIVERA**

**PREMIO LO NUESTRO
AWARDS SHOW**

**FANS OF JENNI +
VIEWERS**



**ENDANGERED SHARK
CONSERVATION**



BRANDED ASSETS

+

MESSAGE

+

EVENT

+

NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



**REMEMBERING JENNI
RIVERA**

**PREMIO LO NUESTRO
AWARDS SHOW**

**FANS OF JENNI +
VIEWERS**



**ENDANGERED SHARK
CONSERVATION**

**SHARK WEEK ON
DISCOVERY CHANNEL**



BRANDED ASSETS

+

MESSAGE

+

EVENT

+

NETWORK



**#LEED BUILDINGS ARE
IMPORTANT**

**WEEK-LONG
#LEEDWORKS
CAMPAIGN**

**ENVIRONMENTALISTS
AND POLICY MAKERS**



**REMEMBERING JENNI
RIVERA**

**PREMIO LO NUESTRO
AWARDS SHOW**

**FANS OF JENNI +
VIEWERS**



**ENDANGERED SHARK
CONSERVATION**

**SHARK WEEK ON
DISCOVERY CHANNEL**

**VIEWERS +
ENVIRONMENTALISTS**



THUNDERCLAP.IT

THUNDERCLAP.IT

THUNDERCLAP

English | Español | Português | Polski | Français

Chelsea Orcutt

EXPLORE THUNDERCLAPS

START A THUNDERCLAP

THUNDERCLAP AMPLIFIES YOUR MESSAGE WITH THE POWER OF THE CROWD

WATCH

WHAT IS THUNDERCLAP?
Thunderclap is the first crowd-speaking platform that helps people be heard by saying something together.

HOW DOES IT WORK?
If enough people support it, Thunderclap will blast out a timed Facebook Post or Tweet from all your supporters, creating a wave of attention.

WHO'S USING IT?
From **passionate individuals** with a message to share, to organizations such as **The White House**, **Levis** and the **United Nations**.

Title

Name your Thunderclap project. The catchier, the better.

Give it a title 30

Category

Choose a category that best fits your project so we can help you promote it.

Book

Message

Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message 139

Message Link

Please enter the URL to where your message will direct people. Make sure this is the correct link as you will *NOT* be able to alter this link once supporters have agreed to share it!

http://

Campaign photo

Upload a picture that drives your message home



Edit Your Story

Why should people amplify your message? Tell the story behind your Thunderclap and why you want to get the word out.



Give it a title

"Enter your message"

Goal: 100 supporters by Sep



SAVE

CANCEL

SUBMIT

Title

Name your Thunderclap project. The catchier, the better.

Give it a title

30

Title

Name your Thunderclap project. The catchier, the better.

Give it a title

Category

Choose a category that best fits your project so we can help you promote it.

- Book
- Cause
- Charity
- Community
- Creative
- Digital Content
- Education
- Environment
- Film
- Health
- Music
- Other
- Politics
- Product
- Publishing
- Sports
- Technology

Message

Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message

139

Message

Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message

139

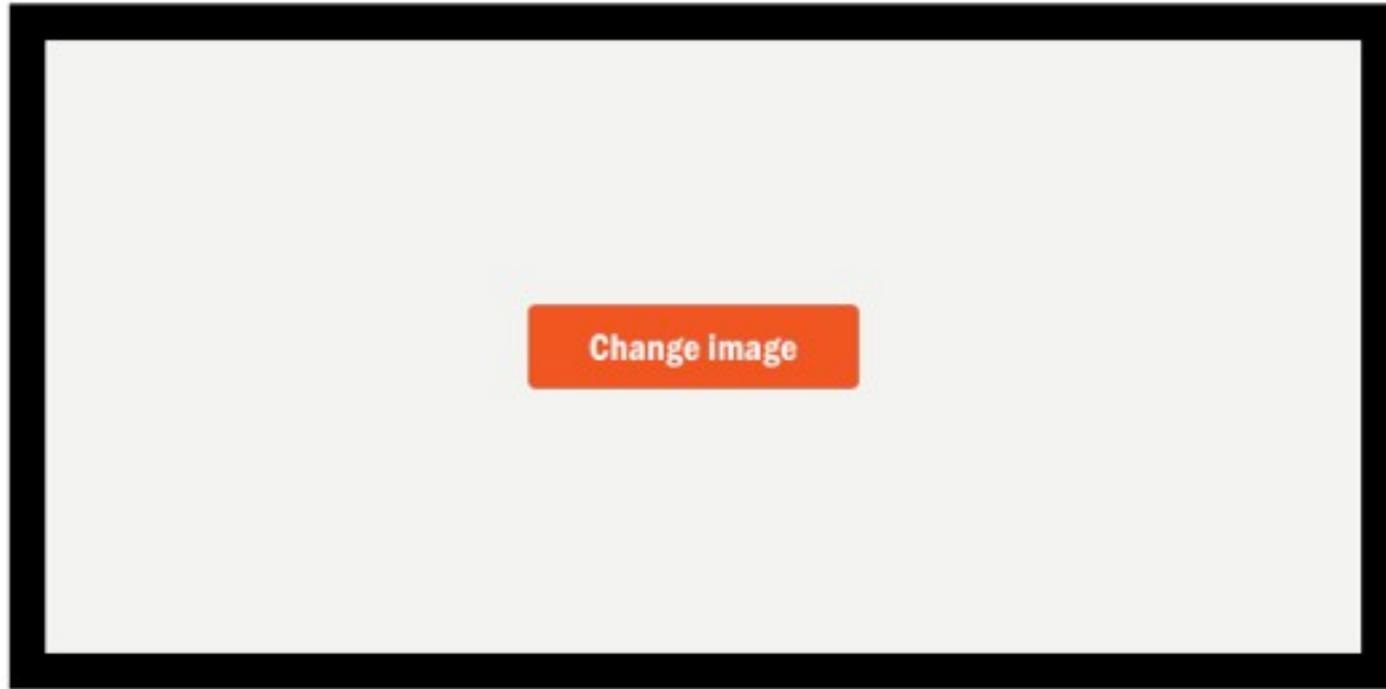
Message Link

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http://

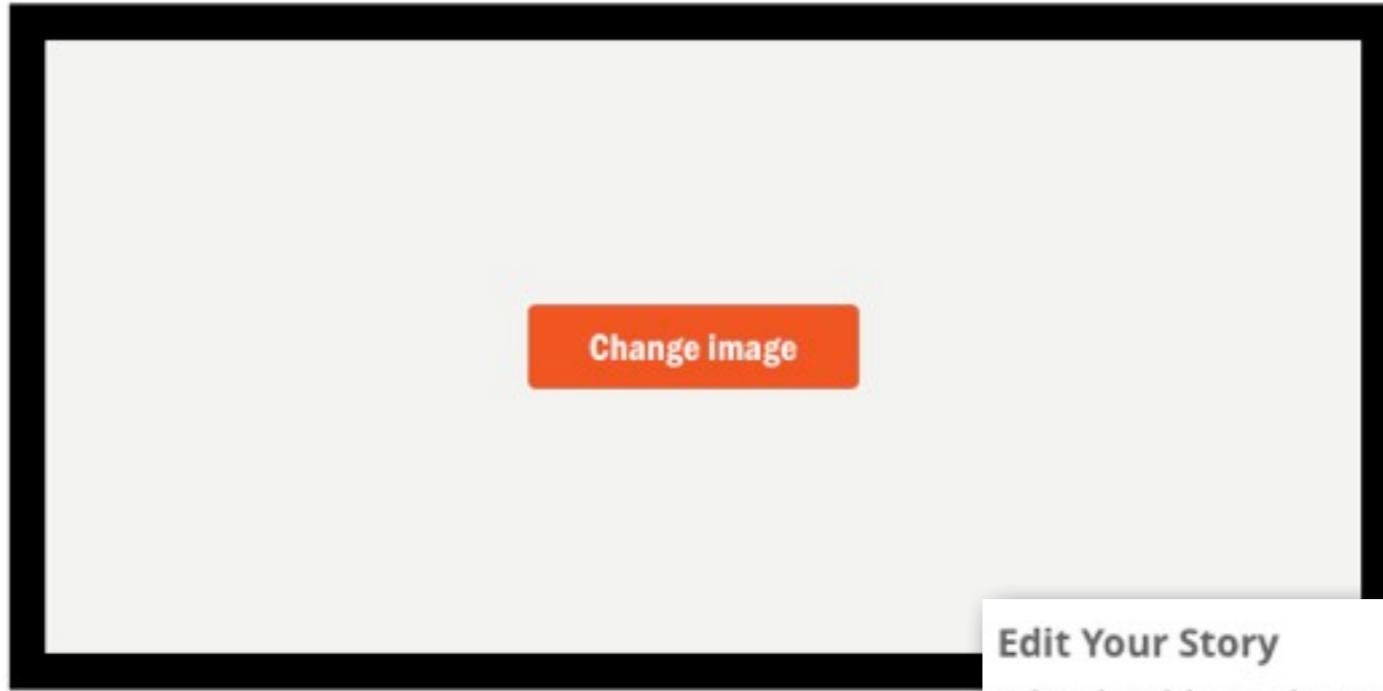
Campaign photo

Upload a picture that drives your message home



Campaign photo

Upload a picture that drives your message home



Edit Your Story

Why should people amplify your message? Tell the story behind your Thunderclap and why you want to get the word out.

bold

italic

☰ Bullets

☰ Numbers

insert link

Write your story

Supporter Goal

Choose a target number of supporters for your project. Remember, if the goal is not reached, your message will not be sent, so be realistic!

- Small Thunderclap (100 supporters)**
Ideal for individuals and small teams
- Medium Thunderclap (250 supporters)**
Fit for medium organizations or teams with a strong network
- Large Thunderclap (500 supporters)**
Recommended for corporations, institutions and brands

Supporter Goal

Choose a target number of supporters for your project. Remember, if the goal is not reached, your message will not be sent, so be realistic!

Small Thunderclap (100 supporters)

Ideal for individuals and small teams

Medium Thunderclap (250 supporters)

Fit for medium organizations or teams with a strong network

Large Thunderclap (500 supporters)

Recommended for corporations, institutions, and large teams

Schedule your Thunderclap

We recommend 7 to 14 days

September 2013						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Time

12:00pm

Zone

(GMT-05:00) Eastern Time

Who are you?

Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Your bio

Who are you?

Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Your bio

Email

Don't worry, we won't spam you. We just need to notify you when your Thunderclap gets approved!

chelsea@thunderclap.it

Are you on Twitter?

This is totally optional, but we may include a button at certain points in the experience so that supporters can follow you on Twitter.

@ChelseaOrcutt

Who are you?

Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Your bio

Email

Don't worry, we won't spam you. We just need to notify you when your Thunderclap gets approved!

chelsea@thunderclap.it

Are you on Twitter?

This is totally optional, but we may include a button at certain points in the experience so that supporters can follow you on Twitter.

@ChelseaOrcutt

SAVE

CANCEL

SUBMIT

REPETITION

REPETITION



REPETITION



LEVERAGE ALL CHANNELS

REPETITION



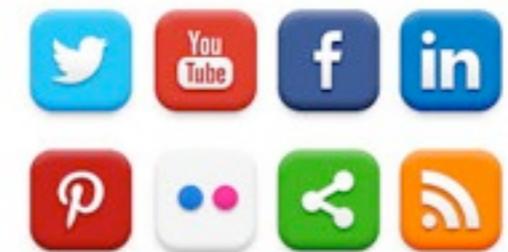
LEVERAGE ALL CHANNELS



REPETITION



LEVERAGE ALL CHANNELS

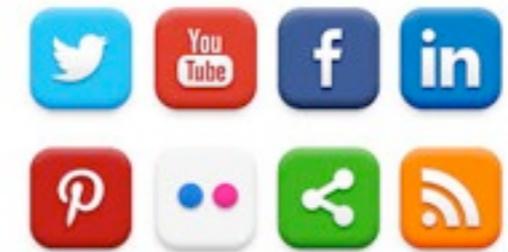


IDENTIFY INFLUENCERS

REPETITION



LEVERAGE ALL CHANNELS



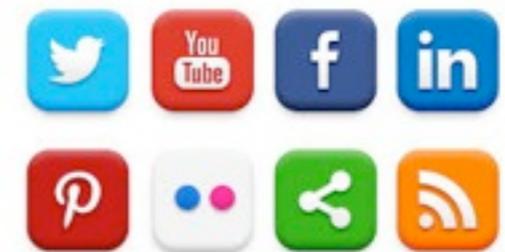
IDENTIFY INFLUENCERS



REPETITION



LEVERAGE ALL CHANNELS



IDENTIFY INFLUENCERS

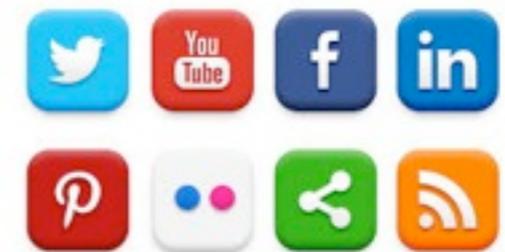


SAY THANKS

REPETITION



LEVERAGE ALL CHANNELS



IDENTIFY INFLUENCERS



SAY THANKS



CAUSE

#NowIsTheTime to act

"I support common-sense steps to reduce gun violence. #NowIsTheTime to act. Share this if you agree: <http://thndr.it/ZCv5wX>"

Join The White House in sharing this message together at the same time - automatically.

Complete!

THE STORY

**NOW IS
THE TIME
TO DO
SOMETHING
ABOUT GUN
VIOLENCE.**

#NOWISTHETIME



SUPPORTERS

**18,413 of
10,000**

184% of goal supported



SOCIAL REACH

16,106,170

People



TIME LEFT

Complete

Ends Apr 17, 2:30 PM EDT

ORGANIZER



The White House

[@whitehouse](https://twitter.com/whitehouse)

This is an official White House thunderclap. Learn more about the President's plan to reduce gun violence at wh.gov/nowisthetime

THUNDEROUS SUPPORTERS

#NowIsTheTime to act

"I support common-sense steps to reduce gun violence. #NowIsTheTime to act. Share this if you agree: <http://thndr.it/ZCv5wX>"

Join The White House in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS
18,413 of 10,000

184% of goal supported



SOCIAL REACH
16,106,170
People



TIME LEFT
Complete

THE STORY

NOW IS THE TIME TO DO SOMETHING ABOUT GUN VIOLENCE.

#NOWISTHETIME

NOW IS THE TIME TO DO SOMETHING ABOUT GUN VIOLENCE.

Our voices are louder when we speak together

Use this simple tool to pre-set a post to Twitter and/or Facebook that will post simultaneously with thousands of others.



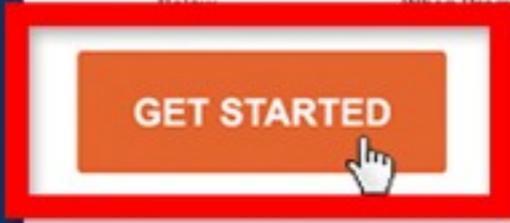
Select the Button



Log In



Add Your Voice



GET STARTED

THUNDEROUS SUPPORTERS



SUPPORT THIS MESSAGE WITH YOUR SOCIAL NETWORK

“This World Humanitarian Day I’m doing something good, somewhere, for someone else. Join me! #WHD2012 #IWASHERE <http://thndr.it/PkC2Xe>”

Thanks for your support. You've added a social reach of **215**
If you've changed your mind about this Thunderclap, click [here](#) to opt out.

Complete!

SOCIAL REACH

1,029,763,492

People

TIME LEFT

Complete!

Ends August 19 at 9:00 AM

POWERED BY



THE STORY



ORGANIZER

The United Nations and humanitarian aid organizations around the world are joining forces with international star Beyoncé, and leading creative-industry partners Droga5 and Ridley Scott & Associates to celebrate World Humanitarian Day 2012.



SUPPORT THIS MESSAGE WITH YOUR SOCIAL NETWORK

"This World Humanitarian Day I'm doing something good, somewhere, for someone else. Join me! #WHD2012 #IWASHERE <http://thndr.it/PkC2Xe>"

Thanks for your support. You've added a social reach of **215**
If you've changed your mind about this Thunderclap, click [here](#) to opt out.

Complete!

THE STORY



SOCIAL REACH
1,029
People

TIME LEFT
Completed
Ends August 29

POWERED BY

ORGANIZER

The United Nations and other organizations around the world are teaming up to form a new force with international backing. We're teaming up with international leading creative-industry organizations and Ridley Scott & Associates to launch World Humanitarian Day.

THUNDEROUS SUPPORTERS



Rihanna
84,264,730 Connections



Lady Gaga
81,686,505 Connections



Justin Bieber
72,866,045 Connections



Shakira
71,753,546 Connections



Sina Weibo 新浪微博
50,602,028 Connections



Coca-Cola
49,245,436 Connections



Beyoncé Knowles
43,306,861 Connections



MTV
41,412,823 Connections



David Guetta
40,498,527 Connections

CAUSE

The March for Innovation

"#iMarch for Innovation. Tell Congress we need smart #immigration reform. Attract & keep talent in USA <http://thndr.it/Y2R5LJ>"

Join March for Innovation in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS

2,648 of 1,000

264% of goal supported



SOCIAL REACH

45,737,949

People



TIME LEFT

Complete

Ends May 22, 12:00 PM EDT

THE STORY



ORGANIZER



March for Innovation

[@MarchForInnov](https://twitter.com/MarchForInnov)

We are a coalition of innovators - from tech companies to concerned citizens - who demand smarter immigration reform so that we can attract and keep top talent in the United States. Find out more at marchforinnovation.com.

THUNDEROUS SUPPORTERS



EXPLORE THUNDERCLAPS >

START A THUNDERCLAP >

- Dashboard
- My Thunderclaps**
- Supported Thunderclaps
- Profile

Active Complete Drafts Create

Stats for The March for Innovation

2,648 of 1,000 Supporters 264% of Goal Supported	45,737,949 Social Reach	7,319 Total Clicks
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SUPPORTERS	PROMOTIONS	CLICKS
Facebook Supporters 1,661	Facebook Promotions 517	Facebook Clicks 1,012
Twitter Supporters 1,213	Twitter Promotions 257	Twitter Clicks 5,328
Unique Supporters 2,648		Thunderclap Clicks 974

Supporters | [Download all in CSV format](#)

	Name	Profile	Network Size	Shared 	Shared 
	Barack Obama	@BarackObama	31,526,388 followers	No	No
	Barack Obama	@BarackObama	31,526,388 followers	No	No

Supporters | [Download all in CSV format](#)

	Name	Profile	Network Size	Shared 	Shared 
	 Barack Obama	@BarackObama	31,526,388 followers	No	No
	 Russell Simmons	@UncleRUSH	2,726,923 followers	No	No
	 Padmasree	@Padmasree	1,442,821 followers	No	No
	 Jerry Brown	@JerryBrownGov	1,051,400 followers	No	No
	 Joe Trippi	@JoeTrippi	1,011,298 followers	No	No
	 Steve Case	@SteveCase	574,775 followers	Yes	Yes
	 Roger Royse	@rroyse00	411,994 followers	No	No
	 laura i. gomez	@laura	267,578 followers	No	No
	 Brad Feld	@bfeld	131,953 followers	No	No
	 anamitra banerji	@anamitra	104,684 followers	No	No
	 Oscar Yasser (Akira)	@akirareiko	98,900 followers	Yes	No
	Name	Profile	Network Size	Shared 	Shared 

CAUSE

Food Revolution Day

"I'm supporting Food Revolution Day because I believe food education & cooking skills can help save lives #FRD2013 <http://thndr.it/ZA01aE>"

Join Food Revolution in sharing this message together at the same time - automatically.



Complete!



SUPPORTERS

1,564 of 500

312% of goal supported



SOCIAL REACH

5,958,200

People



TIME LEFT

Complete

Ends May 17, 3:00 PM BST

THE STORY



ORGANIZER



Food Revolution

[@FoodRev](#)

Jamie Oliver and the Food Revolution Day team want to change the way people eat by giving them the skills and knowledge to cook again, as well as motivating people to stand up for their right to better food. Food Revolution Day aims to educate and inspire people everywhere to cook and enjoy better food and empower them to demand better food standards and improved food education from governments, schools and food manufacturers.

A brighter future for the Web



TECHNOLOGY

Help change the mobile world!

“Join me in celebrating #FirefoxOS, a new mobile operating system. Powered by the Web. Made by a non-profit. <http://thndr.it/19fNUt6>”

Join Firefox in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS

**44,066 of
35,000**

125% of goal supported



SOCIAL REACH

16,990,964

People



TIME LEFT

Complete

Ends Jul 25, 1:00 PM EDT



11.11.11



CAUSE

Two Minute Silence

*"I'll be remembering the fallen at 11 o'clock
#2MinuteSilence #LestWeForget
<http://thndr.it/Yrtm8F>"*

Join The Royal British Legion in sharing this message together at the same time - automatically.

Complete!



SUPPORTERS

19,819 of 500

3963% of goal supported



SOCIAL REACH

10,228,832

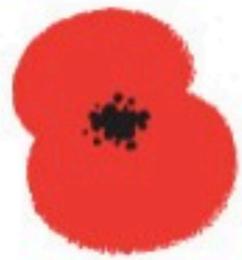
People



TIME LEFT

Complete

Ends Nov 11, 9:00 AM GMT



11.11.11



CAUSE

Two Minute Silence

*"I'll be remembering the fallen at 11 o'clock
#2MinuteSilence #LestWeForget
<http://thndr.it/Yrtm8F>"*

Join The Royal British Legion in sharing this message together at the same time automatically.

Complete!



SUPPORTERS

19,819 of 500

THUNDEROUS SUPPORTERS



richardbranson

2,605,807 Connections



Boris Johnson

533,111 Connections



Ed Miliband

171,816 Connections



Ade H

137,081 Connections

orted

32

M GMT



EXPLORE THUNDERCLAPS >

START A THUNDERCLAP >

English | Español

CHARITY

Help Alice Pyne Save Lives

“Join the bone marrow register & help save the life of someone like Alice Pyne, lets get #onelifeliveit trending <http://thndr.it/TbBkCm>”

Join Glen Richardson in sharing this message together at the same time - automatically.



Complete!



SUPPORTERS
289 of 250
115% of goal supported



SOCIAL REACH
423,220
People



TIME LEFT
Complete!
Ends Nov 28, 5:00 PM GMT

THE STORY



Help to spread the message - we want Alice's Bone Marrow Donation tweet to trend on twitter, we will all be helping to spread the Bone Marrow Message on a Global Scale and raise awareness.

For the past 5 years Alice has been fighting cancer. Two years ago she was told that her cancer was terminal so she then created a 'Bucket List' of things

ORGANIZER



Glen Richardson

Social media expert Kay Hebbourn and JustBought.it are working closely with Alice and her family.

On the 28th November we're hosting an event called 'Commercially Social' where we'll be demonstrating the power of social media to raise awareness for the number 1 item on Alice's bucket list; to get everyone eligible to join a bone marrow register. Full details about the event can be found here: <http://commerciallysoci.al>

Thank you for your help and support.

RECENT SUPPORTERS

THANK YOU



www.thunderclap.it

@ThunderclapIt

help@thunderclap.it