



# Tina Jensen

CREATIVE MARKETING SAMPLES

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# A few brands I've worked with



*mend together*



*News Corp*







*mend together*


SAMPLES

**Conceptualizing | Copywriting | Creating | Implementing | Tracking**

# Paid ads

**Mend Together x Cancer**  
Sponsored · 🌐

The average cancer patient gets hit with \$16,200 in unexpected, uncovered expenses each year that they are in [...See more](#)




\$16,200

*mend together*

[mendtogether.com/support](https://mendtogether.com/support)  
**Get started today** [Learn more](#)

**Mend Together x Cancer**  
Sponsored · 🌐

Discover how our Gift & Donation Registry makes it easier to ask for and get help from friends, family and colleagues.



“


A Gift & Donation Registry was exactly what I didn't know I needed.  
-Caitie Rein

*mend together*

[we.mendtogether.com](https://we.mendtogether.com)  
**Free resources for cancer patients** [Learn more](#)

**Mend Together x Cancer**  
Sponsored · 🌐

Cancer sucks. Our free gift + cash registry makes it easier to ask for and get help. Learn more today.



**Cancer hurts**

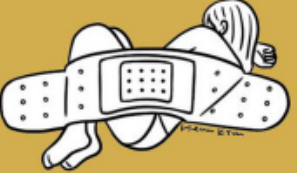
Our 3 free tools make it easier to ask for and get help.

*mend together*

[we.mendtogether.com](https://we.mendtogether.com)  
**Free Gift + Cash Registry** [Learn more](#)  
Get support today

**Mend Together x Cancer**  
Sponsored · 🌐

Our site makes it easy for patients to share updates, coordinate offers of help, register for healing gifts, and meet other [...See more](#)



**Cancer is lonely**


Connect with others on our site so you don't have to go through cancer alone.

*mend together*

[we.mendtogether.com](https://we.mendtogether.com)  
**Always free for everyone** [Learn more](#)  
Get support today

**Mend Together x Cancer**  
Sponsored · 🌐

Cancer sucks. Our free gift + cash registry makes it easier to ask for and get help. Learn more today.



**Cancer hurts**


Get a free Cancer Support Kit and other help.

*mend together.com*

[MENDTOGETHER.COM/SUPPORT](https://MENDTOGETHER.COM/SUPPORT)  
**Free Gift + Cash Registry** [LEARN MORE](#)  
[mendtogether.com/support](https://mendtogether.com/support)

**Mend Together x Cancer**  
Sponsored · 🌐

Mend is a free gift registry & crowdfunding platform for cancer patients. We help cancer patients get the support they need.



**How not to go "cancer broke"**

*mend together*

[MENDTOGETHER.COM](https://MENDTOGETHER.COM)  
**Get cancer support today** [LEARN MORE](#)  
[mendtogether.com/support](https://mendtogether.com/support)




# Organic social media

#MENDTIP

Resist the urge to “fix”.  
Instead, bear witness.



*mend together*



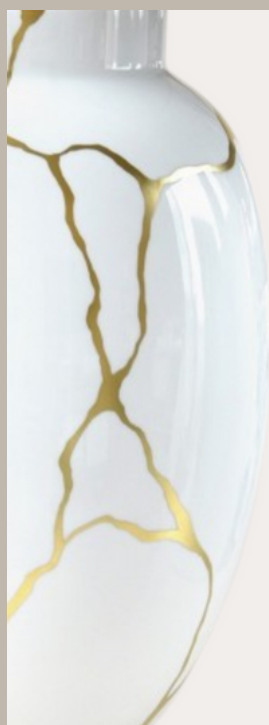
The Cancer Patient  
@ogcancerpatient

No one ever tells you that one of the side effects of cancer is receiving ungodly amounts of coloring books that you will never get to use

*mend together*

"Sometimes the most beautiful people are beautifully broken."  
- R.M. Drake

*mend together*



"She is a beautiful piece of broken pottery, put back together by her own hands,  
and a critical world judges her cracks  
while missing the beauty of how she made herself whole again"

- JmStorm, American poet

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#MENDTIPS

How to help avoid caregiver burnout



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If cancer were a meme 😂

**Body:** So tired  
**Anxiety:** We have so much to do  
**Depression:** Let's just sleep forever  
**Insomnia:** LOL, good luck  
**Pain:** \*Kicks in the door\* SUP GUYS!

*mendtogether.com*



Hello Tina,

I created Mend Together to "pay it forward" – passing on the lessons I learned during cancer and helping others who needed support after I was strong again.

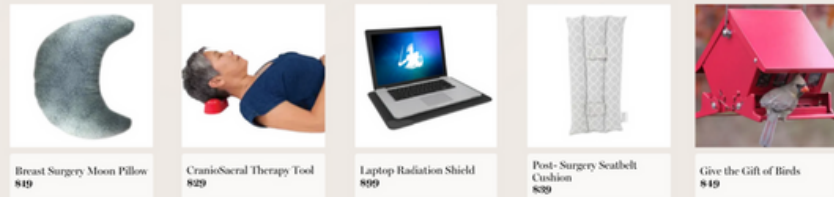
Little did I know that I would be back needing support after 3 major surgeries this year.

For this month's newsletter, we are focusing on compassionate ways to create a circle of help because we all go through periods of hardship and health.

And the only way we can make it through challenging events is together.

### Mend Together Highlights

#### Founder Favorites

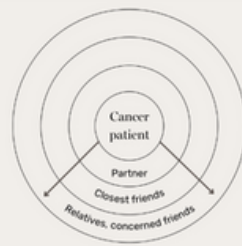


Cancer patients are often unsure of what product might help them heal – or are too tired to research. Explore the [healing items](#) that I used – and wished I knew about – when I was going through cancer.

We use the proceeds from our merchandise to pay for the development of our free resources like our [Support Communities](#), [Community Journal](#), and [Volunteer Calendar](#) – your purchase helps keep this circle of helping going.

### Tips

## Circle of Grief



News of someone's diagnosis often creates anxiety, causing us to want to process our fears and concern with those closest to us.

**Instead of:** Unloading on the patient or their family

**Try:** Using the "Circle of Grief" model as your guide. Originally conceived for bereavement, this schema coaches us to confide in someone in your circle or farther out, rather than the patient.

# Newsletter

### Cheer!



Our attempt to put a smile on your face this week. Follow us on [Facebook](#) and [Instagram](#) for more #MendCheer 😊

### Member Spotlight



Angela Armstrong has overcome many obstacles including **domestic violence, addiction, and gastroesophageal cancer.**

Now a **survivor looking to give back**, she has been actively helping patients in our Support Communities, offering to be a pair of hands-on research or other remote needs.

Here are some of the comments that people like Angela inspire:

*"Each and every one of these messages have given me something positive to hang on too. Today I have some tears of joy, instead of sadness."*

*"I love reading the encouragement and suggestions. Gives me clarity and lots of hope."*

*"I just want to thank you all for your kind words. It really means alot to me. I've felt so alone."*

**We are so grateful** for people like Angela willing to make someone else's cancer journey a little easier. Join Angela in one of our [Support Communities](#) to offer or receive support.

### Extra Help From Our Partners



Our friends at **Cleaning for a Reason** are devoted to giving back to cancer patients and their families by providing **2 free house cleanings** to anyone going through treatment. If you are going through treatment, we encourage you to [sign up for their free services](#) today. Or volunteer!

I hope this information was useful to you or someone you care about.

We Mend Together,

Lisa Lefebvre

Founder/CEO/2x cancer "endure-er"

P.S. You can **pay it forward** by forwarding our newsletter to a recently diagnosed patient or their family to help make their journey easier. We often share information about **free resources for cancer patients** in our [Support Communities](#).

Follow us for insider tips on how to help yourself or a friend:



Please email us at [help@mendtogether.com](mailto:help@mendtogether.com) or call us at 212.763.0862.



No longer want to receive these emails? [Unsubscribe](#).  
Mend Together 83 Spring Street 4th Floor New York, New York 10012



# Article

The screenshot shows the Mend Together website interface. At the top left is the logo. Navigation links for 'ABOUT', 'ADVICE', and 'SHOP' are in the center. On the right, there are buttons for 'CREATE ACCOUNT' and 'SIGN IN', a search bar with the text 'Find someone...', and a shopping cart icon. The article is dated 'Posted on February 5, 2021' and has the title 'Don't Ignore Your Stage IV Friend'. Below the title is a black and white photograph of two women, one kissing the other on the cheek. The sub-headline is 'How to Help Someone with Metastatic Stage IV Cancer'. The main text discusses the challenges of a cancer diagnosis and offers advice on how to support a friend. At the bottom of the article is a promotional banner for 'Create an Account' with the text 'Make someone's cancer journey easier by supporting them with Mend Together's free resources' and a 'SIGN UP NOW' button.

## 1. Choose Your Labels Carefully

Simply put, language matters. The words we use carry a lot of weight and if used improperly, can stir up negative feelings.

### Don't:

Use terms like "survivor" or "warrior" unless the patient does. Your friend will live the rest of their life with this disease and will never "survive" it. And not everyone can relate to "fighting" nomenclature.

### Try this:

Listen carefully to the language your friend uses and mirror it. For Example, Mend Together's Founder, Lisa Lefebvre, thinks of herself as a 'cancer endure-er' versus 'survivor'. She says, "I don't feel like I 'survived' anything. I simply endured it. I had no choice."

When in doubt, ask "Is there any language that people use that is hard for you, or that you can or can't relate to?" This will open up a dialogue, ensuring you won't accidentally cause additional pain.

## 2. Acknowledge the Situation

Are you avoiding your friend because you don't know what to say? The fear and discomfort of not knowing what to do may cause you to retreat, which adds even more pain to a patient's journey. This is not the time they want to be losing friends or family.

### Don't:

Isolate your friend because you don't know what to say.

Pretend cancer isn't ever-present in their life.

Ask "How long do you have to live?" or "What's your prognosis?".

Say "It must be hard to be leaving your (children/partner/family) behind."

### Try this:

"This is hard. I don't know what to say! But I want you to know I'll make sure you don't go through this alone."

"This diagnosis stinks. I'm in this with you every step of the way."

Remember, it's okay to feel awkward. Your friend will appreciate your honesty and would rather hear something from you rather than nothing at all.

## 3. Don't Comment on Appearance — Ever

Commenting on appearances can be hurtful for someone living with Stage IV cancer. Many patients report that they look better than they feel during treatments but that doesn't mean they aren't struggling. In fact, most patients suffer from the invisible symptom of fatigue.

### Don't:

Say "You look so healthy/good!", warns Maggie Kudirka, a Stage IV metastatic breast cancer patient who recently underwent her 90th maintenance treatment.

### Try this:

Maggie advises, "Just ask someone how they are doing or feeling — in general and not about cancer".

For more ideas on what to say (and not say) to a cancer patient, [click here](#).



You or a colleague are  
dealing with cancer.  
*Now what?*



"Mend Together was exactly  
what I didn't know I needed."

FOR TEAM MEMBERS, FAMILY, AND FRIENDS

## Organize support for yourself or someone you know with cancer



### Community Journal

Patients can share updates  
in a private setting and  
meet other patients.

Loved ones can stay  
connected and provide  
words of support.



### Volunteer Calendar

Patients can coordinate  
offers of help like meals,  
rides, or prayer calls.

Loved ones can  
volunteer where support  
is needed most.



### Gift Registry

Patients can register for  
healing gifts recommend  
by medical experts.

Loved ones can choose  
a gift to send to help  
with healing

Create an account with code JPM to get a Digital Support Kit,  
including referrals to free rides, meals, house cleaning and more.

Call or text 212-763-0862 to have us set up your page for you.

GET STARTED

*mend together*

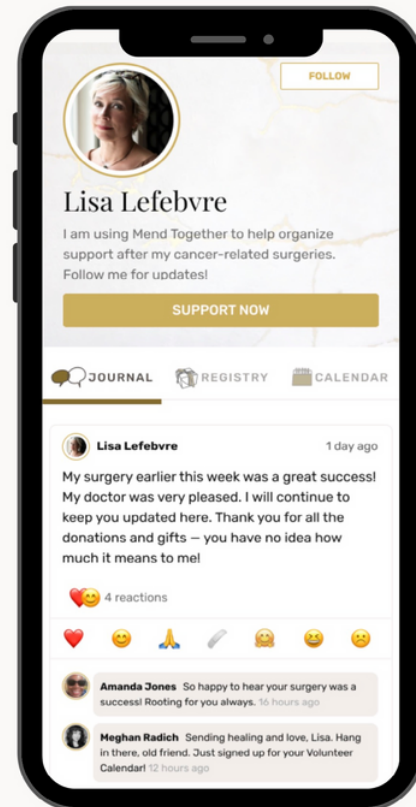
MendTogether.com

© 2022 Mend

*mend together* + TARGET

## Get and give support during one of life's hardest moments: Cancer

Have you or a colleague been diagnosed with cancer? It's hard to know what to do next.  
Our site helps everyone learn what to say, do, and give.



### Community Journal

Share updates or give words  
of support – or even join a  
Support Community



### Volunteer Calendar

Coordinate and provide offers  
of help like meals or rides



### Gift & Donation Registry

Get and give healing gifts  
and financial support

LEARN MORE

Create an account with code **BULLSEYE** to get a Digital  
Support Kit with access to free rides, meals, house  
cleaning, and more. All Target employees, family, and  
friends are eligible.

Call or text 212-763-0862 to have us set up a page for you.



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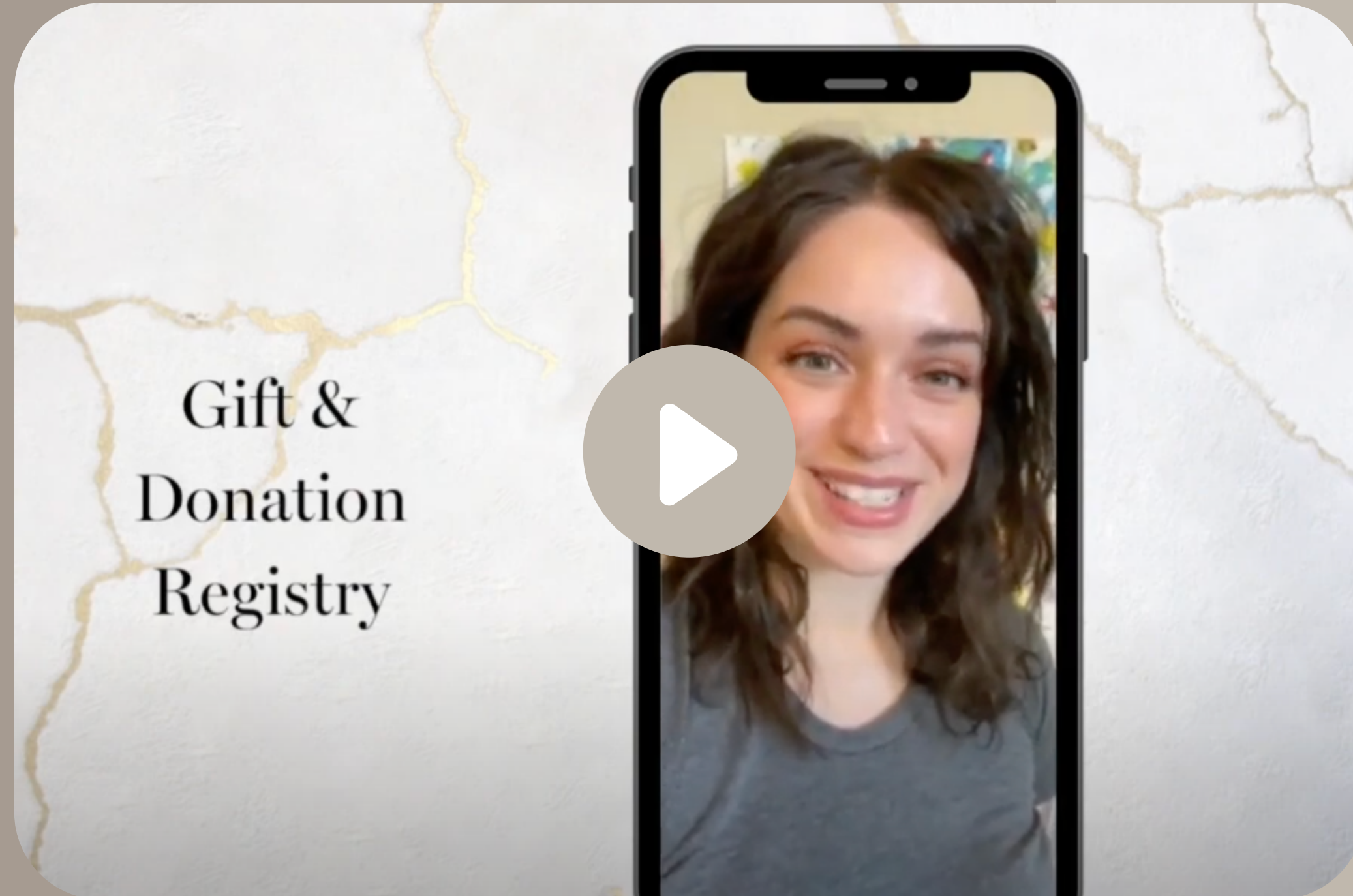
# Partnership Collateral

FLYERS + LANDING PAGE





# Video



TAP TO PLAY





SAMPLES



Conceptualizing | Copywriting | Creating | Implementing | Advocating



**SEPTEMBER 24TH**  
**PARADE 11AM | FESTIVAL 12-6PM**

All day entertainment | Food & drink | 100+ vendors  
Free pride swag & merch for sale | Kid's fun zone

**EVENTS ALL WEEK**  
**STARTING 9/18**

**SCAN TO LEARN MORE!**



[WWW.SPACCOASTPRIDE.ORG](http://WWW.SPACCOASTPRIDE.ORG)



**Pride Fest**  
*is back!*

Join us in **Historic Downtown Melbourne**  
for a celebration of the **LGBTQ+** community!



Featuring *Joey Suarez, Melissa Crispo, Glenn Stewart, Rae O Light, and Raine Stern!*

Thank you to our Presenting, Diamond & Platinum Sponsors!



# Event marketing

**RISE UP**  
**TOMORROW**  
**3PM**  
**FRONT**  
**STREET**  
**PARK**



**#BREVARDSAYGAY**

JUNE 18TH 2022 7:30AM  
*Wickham Park, Melbourne*

*7th Annual*  
**Rainbow Run**  
**5K!**

Learn more: [www.spacecoastpride.org](http://www.spacecoastpride.org)





# Organic social media



CALL TO ACTION  
November 22nd, 9am  
**STAND WITH LGBTQ+ YOUTH**  
Attend the Brevard School Board Meeting



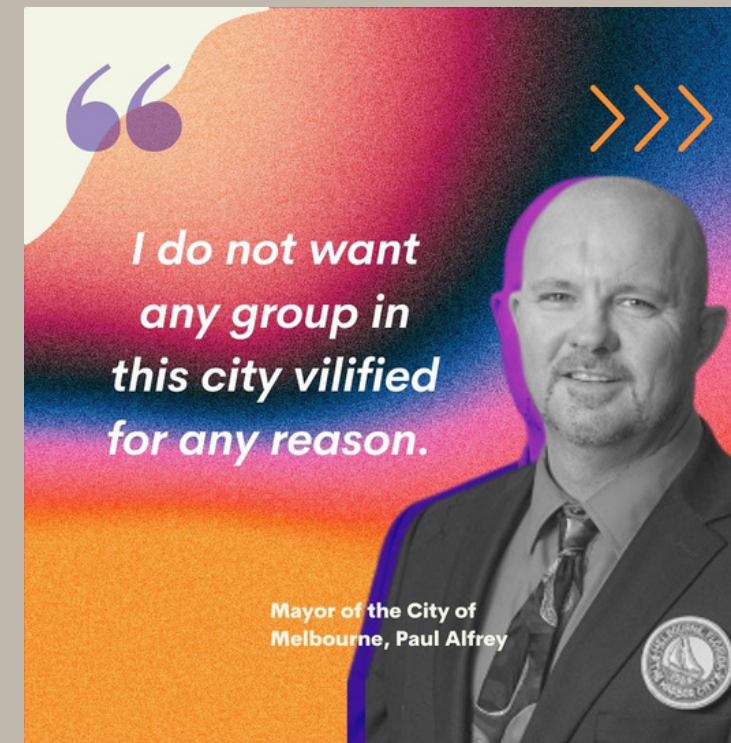
SpaceCoastPrideInc  
**DRAG QUEENS GIVE US LIFE** "Hope will never be silent."  
- Harvey Milk



**JOEY SUAREZ**  
PrideFest September 24th 11am-6pm  
Historic Downtown Melbourne  
#SCP2022 #BrevardSayGay



Reminder  
**LGBTQ+ Youth Belong**  
#StandWithGSA



**"I do not want any group in this city vilified for any reason."**  
Mayor of the City of Melbourne, Paul Alfrey



**RAINE STERN**  
PrideFest September 24th 11am-6pm  
Historic Downtown Melbourne  
#SCP2022 #BrevardSayGay



**LGBTQ YOUTH belong**  
#StandWithGSA



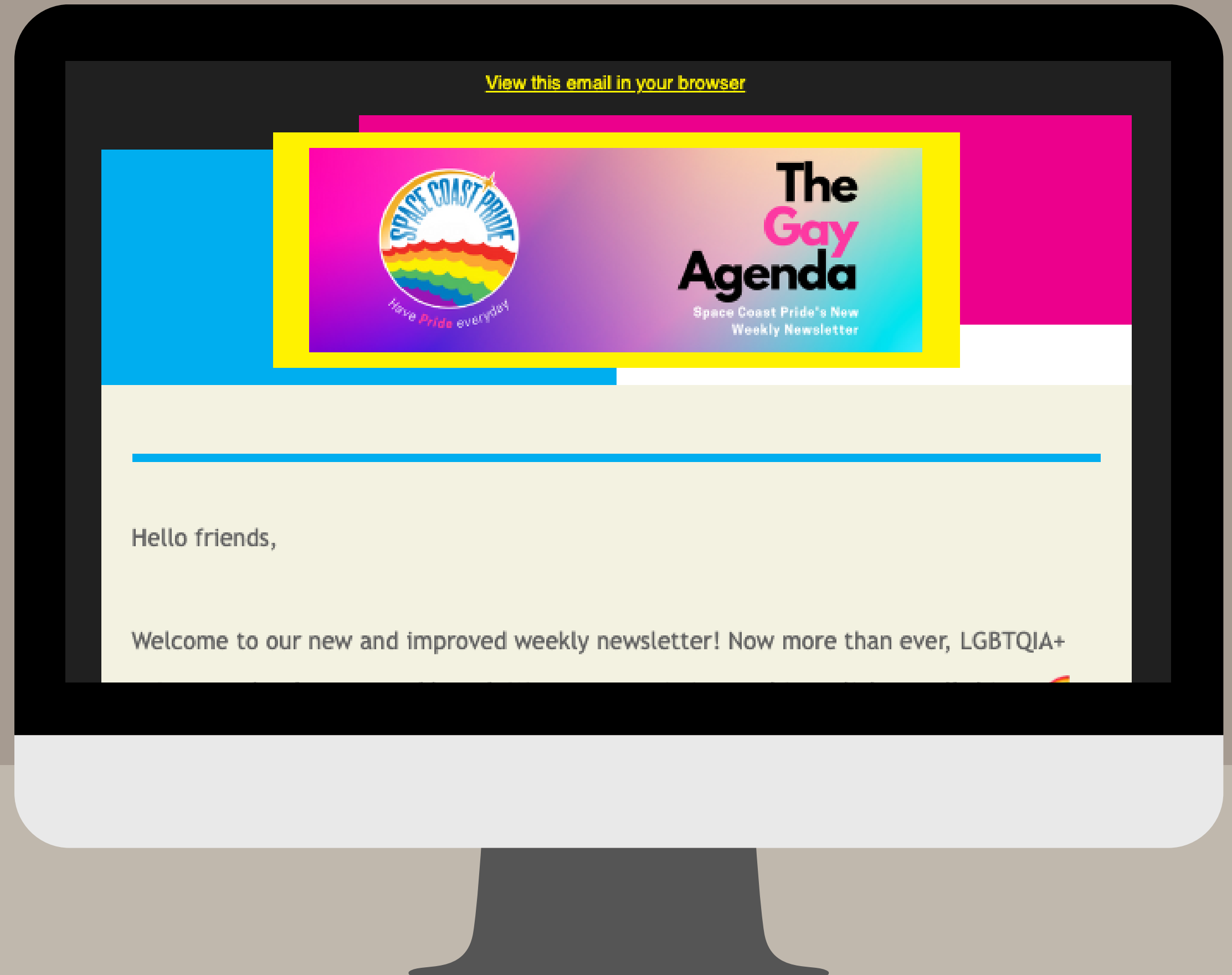
SPACE COAST PRIDE PRIDEFEST SEPTEMBER 24TH 11AM-6PM  
I WILL SAY GAY!  
LIVE WITH pride LOVE



TRANS RIGHTS ARE HUMAN RIGHTS  
@SPACECOASTPRIDEINC



# Newsletter



# Radio + Reel

TAP TO PLAY





# Swag





# Signage





**Thank you for your time  
and consideration**

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