



How to Increase Endorsements for Breast Cancer Deadline 2020[®]

Growing endorsements from organizations and elected and appointed public officials can be an important and powerful way the grassroots network can help build the groundswell of community support for **Breast Cancer Deadline 2020[®]**. Endorsements bring credibility and added exposure about this vitally important initiative. In addition, endorsement outreach provides opportunities to change the conversation about breast cancer in the community.

It is essential to identify support from a diversity of public officials, groups, organizations and businesses—not just those focused on breast cancer but all who care about and understand the importance of knowing how to end the disease by 2020. Diversity of support emphasizes the importance of **Breast Cancer Deadline 2020[®] for everyone** and can help create the required sense of urgency to meet the mission. Endorsement outreach is an opportunity to move beyond traditional supporters to creatively solicit and engage new and unexpected supporters.

The goals of endorsements—both organizations and public officials—are to:

- Promote and expand the breadth and diversity of support for **Breast Cancer Deadline 2020[®]**
- Engage organizations, businesses and public officials as partners for outreach and visibility of **Breast Cancer Deadline 2020[®]**
- Help change the conversation to how we end breast cancer
- Continue to build support for **Breast Cancer Deadline 2020[®]** in the general public

There are numerous opportunities to advance the work of **Breast Cancer Deadline 2020[®]** through seeking organizational and public official endorsements. Once you have done your homework and have the necessary tools to get the job done, often it can be as simple and easy as making a personal ask of the public official, group, organization, or business you know. Below are steps and information to prepare you, followed by some tools, strategies and ideas for soliciting endorsements.

Before you get started, be prepared with:

1. A brief but comprehensive description of Breast Cancer Deadline 2020[®]

This year, more than 522,000 women worldwide will die of breast cancer. In the United States alone, 40,290 women and 440 men will die of breast cancer. To renew the sense of urgency to its mission and refocus global efforts on ending breast cancer and saving lives, the National Breast Cancer Coalition set a deadline and launched **Breast Cancer Deadline 2020[®]** to know how to end breast cancer by January 1, 2020. What does ending breast cancer mean? By January 1, 2020, we must understand how to prevent people from getting breast cancer in the first place and how to prevent them from dying from the disease. NBCC's Blueprint outlines a strategic plan to harness the energy, resources and leadership around the world to achieve its mission using three strategies: research needed to end breast cancer; global access to

necessary information and lifesaving interventions; and the influence of leaders everywhere in the strategies to end breast cancer.

For those wanting to know more, NBCC's Blueprint for **Breast Cancer Deadline 2020[®]** can be found by going to the website— www.BreastCancerDeadline2020.org —and clicking on *About the Deadline*. There's a wealth of information, including the annual Progress Reports and Artemis Projects reports/updates.

2. An explanation of what you are asking of organizations and/or public officials.

For an organization endorsement, you are making the following ask: *Join the voices of all those who are saying, "We stand behind Breast Cancer Deadline 2020[®]. Together, we will know how to end breast cancer by January 1, 2020." By endorsing Breast Cancer Deadline 2020[®], my organization commits to:*

- *Becoming educated about the issues and solutions to knowing how to end breast cancer by January 1, 2020*
- *Communicating to others about Breast Cancer Deadline 2020[®], and asking them to join the campaign*

Similarly, when seeking a public official endorsement, you are asking: *Join the voices of all those who are saying, "I stand behind Breast Cancer Deadline 2020[®] and knowing how to end breast cancer by January 1, 2020."*

By declaring my support of Breast Cancer Deadline 2020[®], I commit to:

- *Becoming educated about the issues and solutions to knowing how to end breast cancer by January 1, 2020*
- *Sharing information about Breast Cancer Deadline 2020[®] with my colleagues and constituents*

3. Knowing what you are not asking of organizations or public officials.

The endorsement is a show of support for **Breast Cancer Deadline 2020[®]** only. It is not meant to indicate a financial arrangement nor a sanction of NBCC's positions. Also, it is not meant to indicate support by NBCC of the endorsing organization or public official.

4. How to officially endorse Breast Cancer Deadline 2020[®]

There are two ways to officially endorse: 1) The easiest and most efficient way to endorse is by going to the [website](#) at *About the Deadline* page and completing an online endorsement, or 2) you can download print versions of both the [public official](#) and [organization endorsement](#) available on the website. It's also a good idea to keep print copies on hand so you'll be prepared for an opportunity whenever it comes along.

Maximize Outreach Opportunities

Organization endorsement possibilities are unlimited and you should let your creativity flow! Common and more traditional endorsers include health care provider organizations (breast centers, hospitals, etc.), health related organizations (women's health groups, etc), civic and professional organizations, social service agencies, advocacy organizations, industry groups and companies. However, you should consider every business, organization and group that cares about this issue as candidates to approach for endorsements. So your outreach is limited

only by your imagination! Review the listing of the hundreds of current [organization endorsements](#) to jump start your thinking on potential outreach opportunities. Then make a list of the groups, organizations and businesses you know, support and frequent and begin with soliciting them. On request, NBCC can provide the current organization endorsements from [your state](#). Often asking those who already have endorsed for ideas of others to solicit can be helpful.

Public official endorsements can be solicited from any local, county, regional and state officials. Our current list of endorsers include mayors, city council members, state representatives and senators, college and university presidents, governors, U.S. representatives and senators, and candidates at all levels. Advocates often know the local 'movers and shakers' in their area and with a little planning, can seek endorsements that will provide local publicity and exposure to both the endorser and **Breast Cancer Deadline 2020**[®].

Community events present great opportunities. Public officials and organizations often participate in community events hosting tables at county and state fairs, summer/fall art festivals, health fairs, and other locally sponsored occasions. Always be prepared with print versions of the endorsement forms so you can take advantage of these opportunities.

Letter Solicitations: There are times when a letter requesting an endorsement is the most appropriate way to seek an endorsement. Some organizations, businesses and public officials require a written request. Sample letter templates for both organization and public official endorsement requests are provided below and should be tailored to meet your needs.

Once an organization and/or public official has endorsed, immediate opportunities for increased Deadline visibility and additional outreach become available. Announcing the endorsement and support of **Breast Cancer Deadline 2020**[®] via social media is a great way to gain additional exposure for the Deadline and the public official and/or organization. Facebook, Twitter and LinkedIn are excellent tools to share information about **Breast Cancer Deadline 2020**[®], make clear its urgency, report our progress and urge others to take action by joining our efforts.

Organizations can take their commitment to knowing how to end breast cancer one step further and show the world by downloading the **Breast Cancer Deadline 2020**[®] [widget](#) and featuring the countdown clock on the website. NBCC will return the gesture of support by linking from our website endorsement page to the organization home page.

Get started now! Community support displayed via endorsements from organizations and public officials can be a big boost locally and help to build visibility and credibility for **Breast Cancer Deadline 2020**[®]. It's an important mobilizing strategy for local leaders and supporters. If you have questions or need assistance, Contact NBCC at TakeAction@BreastCancerDeadline2020.org.

Support Documents for Endorsements

Sample **Organization Endorsement** Request Letter (below)
List of NBCC [organization endorsements](#) (on website)
Request for organization endorsements by state—by [email](#) request only
[Organization endorsement form](#) (on website)

Sample **Public Official Endorsement** Request Letter (below)
List of NBCC [public official endorsements](#) by state (on website)
[Public official endorsement form](#) (on website)

Sample Organization Endorsement Request Letter

Dear _____,

As a member and supporter of the National Breast Cancer Coalition, I urge your organization to endorse Breast Cancer Deadline 2020[®].

Breast Cancer Deadline 2020[®] is a bold, unprecedented initiative aimed at understanding by January 1, 2020, how to end breast cancer. The National Breast Cancer Coalition (NBCC) launched **Breast Cancer Deadline 2020[®]** in 2010 to renew a sense of urgency to ending breast cancer, to refocus global efforts toward ending breast cancer and to harness investments in scientific research to save lives. **Breast Cancer Deadline 2020[®]** focuses on primary prevention (stopping women from getting breast cancer) and preventing metastasis (the spread of cancer), which is responsible for 90% of breast cancer deaths.

We all must change our behavior if we are to end breast cancer. That's why we are asking your organization to endorse Breast Cancer Deadline 2020[®]. To reach our goal, NBCC needs organizations, businesses and individuals across the country actively participating in efforts to change the conversation and get involved as a stakeholder in the work of knowing how to end breast cancer by 2020. Part of that work is building support from a diversity of businesses, groups and organizations—not just those focused on breast cancer but all who care about and understand the importance of this issue—to help create the required sense of urgency to meet our mission.

Endorsing **Breast Cancer Deadline 2020[®]** can easily be accomplished by completing the organization [endorsement](#) form online or completing and mailing a [print version](#). Your endorsement of **Breast Cancer Deadline 2020[®]** will publicly acknowledge your support for knowing how to end breast cancer by January 1, 2020 and may inspire other (businesses, organizations) to support our efforts. Endorsement does not indicate a financial arrangement, a sanction of NBCC's positions nor is it meant to indicate support by NBCC of the endorsing organization. **All endorsing businesses and organizations are listed on our website.**

We urge your business/organization to do its part by joining the list of groups publicly acknowledging their support.

This campaign is vitally important and it's much bigger than NBCC. We need to show the country and the world that the breadth and diversity of the breast cancer, health, advocacy and business communities stand behind **Breast Cancer Deadline 2020[®].**

If you have questions, don't hesitate to contact me at _____. Thank you for all you are doing to help us know how to end breast cancer by January 1, 2020.

Sincerely,

Sample Public Official Endorsement Request Letter

Dear _____,

I am writing you as a member and supporter of the National Breast Cancer Coalition (NBCC) to invite you to endorse Breast Cancer Deadline 2020[®].

Breast Cancer Deadline 2020[®] is a bold, unprecedented initiative aimed at understanding by January 1, 2020, how to end breast cancer. NBCC launched **Breast Cancer Deadline 2020[®]** in 2010 to renew a sense of urgency to ending breast cancer, to refocus global efforts on ending breast cancer and to harness investments in scientific research to save lives. This initiative is focused on 1) primary prevention (stopping women from getting breast cancer) and 2) preventing metastasis (the spread of cancer), which is responsible for 90% of breast cancer deaths.

Breast Cancer Deadline 2020[®] has a Blueprint that outlines the strategic plan to meet the goal. The plan includes a public policy component to address the important issues in breast cancer that will help end the disease. There is a campaign to educate Congress and the Administration, along with policy makers at the state and local level about the urgency of our deadline. In addition, NBCC's landmark legislation, *Accelerating the End of Breast Cancer Act*, S. 746/HR 1197, provides a strategic approach to address questions identified by stakeholders as vital to knowing how to end breast cancer; identify barriers which hamper progress; and set forth a mission-oriented, transparent and focused process to help overcome these barriers to meet the goal of **Breast Cancer Deadline 2020[®]**.

We all must change our behavior if we are to end breast cancer. To reach our goal, NBCC needs organizations, businesses, elected and appointed public officials and individuals across the country actively participating in efforts to change the conversation and get involved as stakeholders in the work of knowing how to end breast cancer by 2020. Part of that work is building support from not just those focused on breast cancer, but all who care about and understand the importance of this issue and are willing to add their name to help create the required sense of urgency to meet our mission.

Endorsing **Breast Cancer Deadline 2020[®]** can easily be accomplished by signing the public official [endorsement](#) form online or completing and mailing a [print version](#). Your endorsement of **Breast Cancer Deadline 2020[®]** will demonstrate your commitment as a public official to ending breast cancer and will inspire other elected and appointed public officials to support our efforts. Endorsement does not indicate a financial arrangement, a sanction of NBCC's positions nor is it meant to indicate support by NBCC of the endorsing official.

Thank you for your time and interest in this vital initiative. I look forward to hearing that you will join with us by endorsing **Breast Cancer Deadline 2020[®]**.

Sincerely,