



BREAST CANCER CAUCUS

Because Breast Cancer is Political.

RESOURCES FOR ADVOCATES

Campaign Event Guide

Between town halls, rallies, parades, and state party conventions, 2020 presidential election candidates will be reaching out to communities and voters like you for your vote.

These events offer fantastic opportunities to educate candidates about our platform and seek their support for the National Breast Cancer Coalition's [public policy platform](#) moving forward. In the 2016 presidential elections, several of our advocates were able to [ask candidates](#) to support our Breast Cancer Deadline 2020® message in person!

Candidate Town Halls

No matter the venue; you may have the opportunity to interact with a presidential candidate. Here are some tips for getting across NBCC's policy platform:

- **Keep it Brief.** You will likely have only a minute or two to communicate with the candidate, so think about what you want to say in advance and keep your message to just a few sentences.
- **Tell Your Story.** Share which city or town you are from, note that you are a supporter of the National Breast Cancer Coalition, and mention why you are working to end breast cancer.
 - **Example:** *My name is Elizabeth, and I am from Iowa City, Iowa. I am a supporter of the National Breast Cancer Coalition and its efforts to end breast cancer because my Father is an 18-year breast cancer survivor.*

■ Educate on NBCC and our Policy Platform.

Our three points:

- **Research:** Congress must appropriate sufficient federal funds to support meaningful breast cancer research and continue the DOD breast cancer research program.
- **Access:** The government must guarantee that all individuals have access to patient-centered, evidence-based, high-quality, and affordable health care. You must support the Metastatic Breast Cancer Access to Care Act bills.
- **Influence:** Breast cancer advocates need a seat at all tables where research and health policy decisions are made.
- **Ask Your Question.** Ask the candidate to make a commitment—endorsing our policy platform and taking action to end breast cancer.
 - **Example:** *Will you endorse NBCC's policy platform and, if elected president, how will you help end breast cancer?*

Social Media Guide

Challenging candidates to support NBCC's policy platform across different social media platforms is an excellent way to connect with candidates and to educate others in your circles about our priorities and why they are essential.

Breast Cancer Caucus 2020 Theme: Take Action to End Breast Cancer

- Hashtag: #BCCaucus2020
- We need a president who will be an advocate—making breast cancer research and health care access a priority to move forward and end breast cancer.
- Breast cancer is a political issue, and we are the political activists demanding commitments from our next president. We need our next president to take action so we can end breast cancer.

When asking candidates to support NBCC's policy platform, it is important to stick to our theme and hashtag, so we have a consistent message across all platforms.

What's a hashtag? When you post a word or phrase (no spaces) with a pound sign (#) in front, you make that term searchable. For example, many posts having to do with the 2020 Presidential Election use the #2020election hashtag. You can search for tweets or posts having to do with the 2020 Presidential Election by clicking on that hashtag.

Spread your message on Facebook and Twitter, so you can persuade family, friends, and colleagues to recognize the need for our next president to support NBCC's public policy platform.

Facebook

- Facebook posts are not bound by character limits, so it is a great platform for sharing your personal story as well as NBCC talking points—all in one post!
- Please be sure to use the #BCCaucus2020 hashtag in your posts.
- Please also “tag” the NBCC by typing @National Breast Cancer Coalition as you compose your post. A drop-down menu should appear as you type—from there, you can select the NBCC to tag us.
- You can also “tag” the candidate you are referencing in your post by prefacing their name with the @ symbol. Please see the list of presidential candidate Facebook pages below.

- NBCC will also be posting on Facebook about Breast Cancer Caucus 2020, and we encourage you to like and share our posts with your network. Just click the “Share” link in the bottom right-hand corner of the NBCC's official posts—from there, you can share it in full, or add your own thoughts to our post before sharing with your network.

Twitter

- Tweets are limited to up to 280 characters. They are best for brevity, but rich content.
- Please use the #BCCaucus2020 hashtag in your posts!
- Tagging on Twitter is similar to tagging on Facebook. If you'd like to catch the attention of a particular candidate, find their Twitter handle (please see the list below) and reference it in your tweet by prefacing it with the @ symbol. (For example, to tag the NBCC in your tweet, your post should incorporate @NBCCStopBC.

Democratic Candidate

Joe Biden

- Facebook: <https://www.facebook.com/joebiden>
- Twitter: <https://twitter.com/joebiden>

Republican Candidate

Donald Trump

- Facebook: <https://www.facebook.com/DonaldTrump/>
 - Twitter: <https://twitter.com/realDonaldTrump>
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Here are some examples of Tweets and Facebook posts that do a great job of communicating our theme and objective for Breast Cancer Caucus 2020!

Facebook

General:

- Our next president can be the president that helps us end breast cancer. We need leadership at the federal level that is willing to meet the needs of robust breast cancer research, make health care access the standard, and give advocates a stake in all decisions surrounding breast cancer. That is why I am a part of #BCCaucus2020.
- Breast cancer is a political issue. But it's not a partisan one. Every aspect of breast cancer is affected by public policy. I am calling on candidates on both sides of the aisle to endorse the National Breast Cancer Coalition's policy platform so that we can move forward and end breast cancer. #BCCaucus2020

Candidate-specific:

- @JoeBiden Thank you for your endorsement of the @NBCCStopBC policy platform. We need you to support policy that is committed to dedicating resources to meaningful breast cancer research and affordable quality health care. #BCCaucus2020

Twitter

General:

- Breast cancer is a political issue, but it's not a partisan one. I call on all candidates to endorse @NBCCStopBC's policy platform. #2020Election #BCCaucus2020
- Calling all candidates in #2020Elections. Have you endorsed @NBCCStopBC's policy platform yet? #BCCaucus2020

Candidate-specific:

- @JoeBiden We need a president to stand by affordable and high-quality health care for breast cancer patients and everyone alike. @JoeBiden how will you ensure healthcare for all? @NBCCStopBC #BCCaucus2020

- @realDonaldTrump Will you be the GOP candidate that endorses @NBCCStopBC's public policy platform to support an end to breast cancer? #BCCaucus2020

Let NBCC Know About Your Outreach

Keep NBCC updated on your outreach to candidates. Email us at info@stopbreastcancer.org to let us know if you have placed a letter to the editor or talked to a candidate at a campaign event. If you have any pictures or videos from campaign events, please include them so we can share them.

Voter Registration

The nation is embarking on one of the most consequential presidential elections in decades with significant consequences for NBCC's public policy priorities. Therefore, it is critical that our advocates work to maximize voter participation through mobilization, voter engagement, and voter registration efforts.

NBCC will work in collaboration and partnership with national voter mobilization organizations such as partnerships with:

- Rock the Vote
- Voto Latino
- Non-Profit Vote
- National Voter Registration Day
- The National Voting Rights Taskforce

Get Out the Vote

NBCC will support its advocates to help Get Out the Vote and to demonstrate to candidates that Breast Cancer Votes. NBCC will communicate Get Out the Vote opportunities to our advocates.



Letters to the Editor

Writing a letter to the editor of your favorite local, state, or even national newspaper is a good way to participate in the 2020 election debate and to challenge candidates who have not yet pledged their support for NBCC's policy platform.

These letters typically have a 200 to 400-word limit. To check your newspaper's word limit, you

can visit its website and check under its "Letter to the Editor" page.

Below is a sample letter to the editor for the 2020 presidential race. You can personalize these as appropriate with Breast Cancer [Facts and Figures](#). For example, if your newspaper has a larger word limit, you can open your letter by sharing your breast cancer story.

Draft Letter to the Editor

I am a x-year breast cancer survivor and an advocate for the National Breast Cancer Coalition (NBCC), a grassroots organization dedicated to ending breast cancer through the power of action and advocacy.

Breast cancer is STILL an epidemic. There are more than 3.8 million women and thousands of men living with breast cancer in the United States. In 2020, approximately 276,480 new cases of invasive breast cancer will be diagnosed in women; 2,620 cases will be diagnosed in men, and an additional 48,530 cases of ductal carcinoma in situ (DCIS) will be diagnosed in women. An estimated 42,170 women and 520 men will die of this disease this year. We still do not know what causes breast cancer, how to prevent it, or how to stop it from spreading and becoming lethal.

Breast cancer is not only a women's issue; it is a political issue that remains an urgent health crisis. Every day, elected officials across the country are tasked with making decisions that affect people diagnosed with breast cancer. These decisions include determining the amount of funding and resources allocated to this issue, how to prevent the disease, and how to ensure accessibility of treatment and care to their constituency. The breast cancer policies being debated at the state and federal levels can mean life or death to you or your loved one with breast cancer. And all women are at risk.

However, breast cancer is not a partisan issue. Candidates on both sides of the aisle need to get behind the National Breast Cancer Coalition's mission to end breast cancer. We need elected officials who understand the urgency and importance of realizing this mission.

Please join me in urging candidates on both sides of the aisle to demonstrate leadership and commit to making the end of breast cancer a national priority. Working together, we can end breast cancer for good.

