

MARKETING
& PR

TOOLKIT



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Display our logo and ribbon on your social media, websites, promotional materials, etc.



HOW TO USE THE MARKETING & PR TOOLKIT

In an effort to provide tools and support for your collaboration with the American Breast Cancer Foundation, please find this Marketing & PR Toolkit. Instructions and promotional materials are provided to enable your organization to show support for the American Breast Cancer Foundation.

Please use this toolkit as a reference when advertising your events, campaigns, and/or products. Display your philanthropic spirit and communicate with the masses through press releases, social media platforms, and much more!

Build a positive public image all while supporting a very worthy cause.

#extendthereach



Engage
your readers
raise
awareness
help
the American Breast
Cancer Foundation



MEASURING FACTS & FIGURES

You may find it beneficial to identify with and connect with key figures in your area who are advocates for early detection, healthcare equality, and/or breast cancer. Media outreach is vital to promoting the cause, and key spokespeople who are willing to speak with the media can significantly increase awareness.

ON BREAST CANCER:

Someone you know may be touched by the disease.

- Breast cancer is a global burden; it is the most common cancer in the world among women.
- In the United States, breast cancer is the second leading cause of cancer death for all women.
- 1 in 8 women will be affected by breast cancer in their lifetime.
- Of those affected, 1 in 36 women will die from breast cancer.
- Low socioeconomic status is a risk factor for negative breast cancer outcomes.
- Women living in poverty are more likely to die of breast cancer than women who are more affluent.

ON MAMMOGRAPHY:

Early detection is critical to survival.

- Mammography is the gold standard in detecting breast cancer.
- Mammograms can detect breast cancer at its earliest stage; up to three years before a lump can be felt.
- Women should begin scheduling their annual mammograms at the age of 40 unless symptoms of breast cancer occur.
- The risk of harm from mammograms is very low, they are similar to x rays; both utilize small doses of radiation.
- Breast cancer can happen at any age, it is important to be aware of your risk factors, including family history, and to consult your doctor if you are showing any symptoms of the disease.
- Women may experience discomfort during the mammography procedure however, the pressure is temporary, lasting only a few moments and the test can potentially save your life!

ON THE AMERICAN BREAST CANCER FOUNDATION:

Extend the Reach of the Rescue.

- The American Breast Cancer Foundation is a national 501 (c)3 national charity dedicated to providing educational resources, access, and financial assistance to aid in the early detection, treatment, and survival of breast cancer for underserved and uninsured individuals, regardless of age or gender.
- ABCF has served over 25,000 clients through its call center.
- Over 50% of ABCF callers already have symptoms of the disease.
- ABCF provided grants totaling more than 10 million dollars, providing potentially life-saving screening and treatment services to people in need.
- In a recent survey, 94% of clients reported being either extremely satisfied or very satisfied with the services that ABCF provides.



IT'S ONLY A MATTER OF TIME.

ONE IN EIGHT WOMEN WILL BE AFFECTED BY BREAST CANCER IN THEIR LIFETIME

Join us as we Support the American Breast Cancer Foundation

We're proud to partner with the American Breast Cancer Foundation (ABCF) to help provide financial assistance for breast cancer screenings, education, and support services to individuals who are uninsured and underserved. Everyone deserves access to diagnostic tests that may detect cancer at its earliest stage. Help support ABCF programs and save lives with the power of early detection.



AMERICAN BREAST CANCER FOUNDATION

To learn more about assistance programs or to donate visit www.abcf.org. Donations may also be mailed to:

10440 Little Patuxent Parkway, Suite 300, Columbia, MD 21044 | Phone: (410) 730-5105

For breast cancer assistance contact ABCF's Multilingual Hotline 844-219-2223



ONE IN

WILL BE AFFECTED BY BREAST WOMEN CANCER IN THEIR LIFETIME

We're a proud Sponsor of the American Breast Cancer Foundation.

We're proud to partner with the American Breast Cancer Foundation (ABCF) to help provide financial assistance for breast cancer screenings, education, and support services to individuals who are uninsured and underserved. Everyone deserves access to diagnostic tests that may detect cancer at its earliest stage. Help support ABCF programs and save lives with the power of early detection.



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TOGETHER,



WE CAN BEAT BREAST CANCER!

We have partnered with the American Breast Cancer Foundation (ABCF) to help provide financial assistance for breast cancer screenings, education, and support services to individuals who are uninsured and underserved. Everyone deserves access to diagnostic tests that may detect cancer at its earliest stage. Help support ABCF programs and save lives with the power of early detection.

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SAMPLE PRESS RELEASE

NAME OF COMPANY

**PARTNERS WITH THE AMERICAN BREAST CANCER FOUNDATION TO
RAISE BREAST CANCER AWARENESS IN CITY or TOWN**

For Immediate Release:

City, State - Date

Name of Company proudly announces it has established a partnership with The American Breast Cancer Foundation a 501(c)3 non-profit organization headquartered in Columbia, MD.

Each year, both men and women nationwide receive life-saving services provided by The American Breast Cancer Foundation to aid in the early detection, treatment and survival of breast cancer. These support programs provide direct assistance grants to reduce the financial barriers of individuals regardless of age, race or gender.

These grants are only made possible when businesses partner with ABCF *in support of the endeavor to “Extend the Reach of the Rescue” and help* those who have nowhere else to turn.

Name of Company is excited to be a part of this important mission with *The American Breast Cancer Foundation by: Explain your company’s cause marketing product, campaign or event in detail.*

For more information contact:

Company Name

Contact Name

Contact Phone

Contact E-Mail

Company Address

Company Website

SOCIAL MEDIA PLATFORMS & MESSAGING EXAMPLES

One of the most effective ways to reach a large audience is by using social media. Below you will find examples of how you can support the American Breast Cancer Foundation through various social media platforms. Attract attention to your organization and support ABCF's great cause! It's a win-win for all!

Depending on which social media platform you use, you will need to mention ABCF in a specific way in order to tag us...

To mention ABCF on Facebook please use:



@AmericanBreastCancerFoundation



@americanbreastcancerfoundation

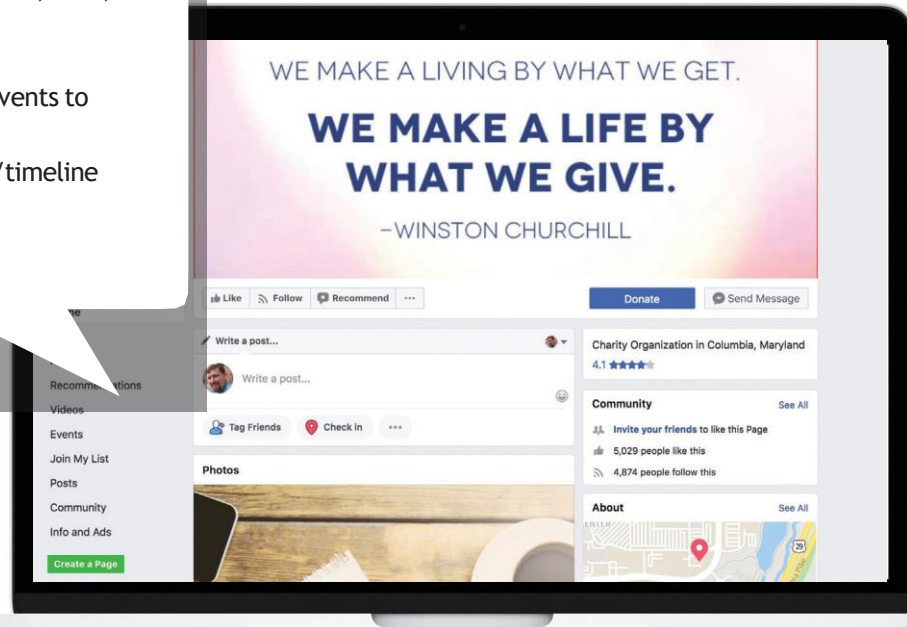


@TweetABCF

SOCIAL MEDIA PLATFORMS & MESSAGING EXAMPLES

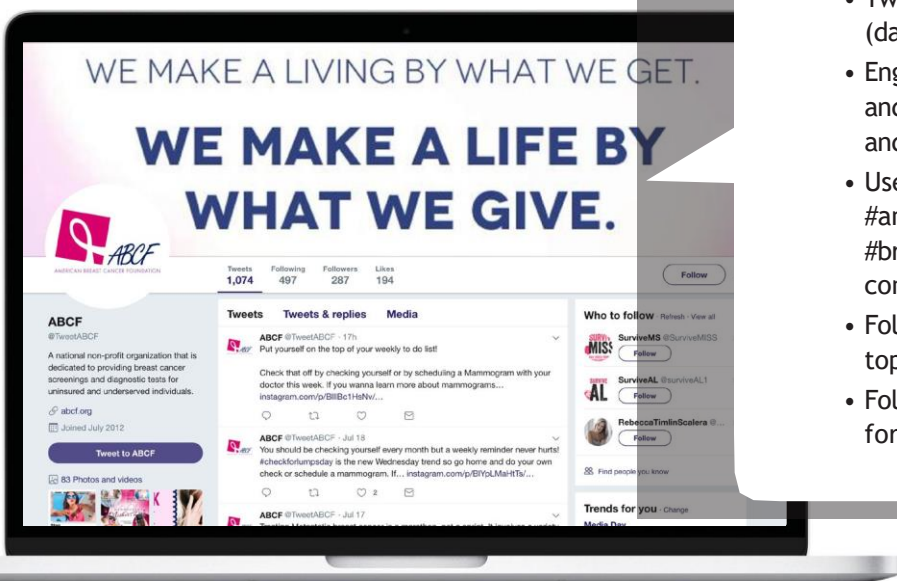
[facebook.com/americanbreastcancerfoundation](https://www.facebook.com/americanbreastcancerfoundation)

- Post the details of your campaign, product, or event (date, time, location, etc.). Tag us so we can share it!
- Post campaign, product, or event photos and videos. Direct guests to visit your Facebook page after your events to share the photos with their networks.
- Don't forget to post your media coverage to your wall/timeline with a link to the story.
- Create a Facebook live event.



twitter.com/TweetABCF

- Use twitter to engage the public and fuel the conversation about the power of early detection and increasing access to individuals who are uninsured and underserved.
- Tweet about your campaign, product, or event (date, time, location, etc.) and post pictures.
- Engage your followers. Respond to followers' questions and comments in a timely manner. Ask them questions and keep the conversation going.
- Use the hashtags #extendthereach, #americanbreastcancerfoundation, #breastcancerawareness, etc. to stay connected and show your support.
- Follow individuals or organizations that support similar topics and follow those who follow your account.
- Follow key media personalities to raise awareness for your cause.



SOCIAL MEDIA PLATFORMS & MESSAGING EXAMPLES



[instagram.com/americanbreastcancerfoundation](https://www.instagram.com/americanbreastcancerfoundation)

- Capture moments while getting ready for your event or promotion to share with your followers.
- Post pictures of your event or promotion as it is occurring to stay connected with your network.
- Post pictures or videos of your campaign, product, or event.
- Use hashtags such as #extendthereach, #breastcancer, #breastcancerawareness, #americanbreastcancerfoundation.
- Tag ABCF so that we can share it!



Social Media Messaging Examples

“We are teaming up with the @AmericanBreastCancerFoundation to make sure everyone who needs a mammogram, gets one!”

“Approximately 231,840 new cases of breast cancer will be diagnosed this year, help these individuals survive by raising awareness about early detection!”

“Join us at our [event name] on [date] at [time] at the [location] to help support the American Breast Cancer Foundation and save lives with the power of early detection!”

SHOPPING WITH A PURPOSE

Publish the information below in support of ABCF on your social media platforms, newsletters, websites, etc.



Visit, smile.amazon.com, and choose the American Breast Cancer Foundation as your supporting charity.

AMAZONSMILE

AmazonSmile is a simple and automatic way for you to support your favorite charitable organization every time you shop, at NO cost to you. When you shop at AmazonSmile, you'll find the exact same low prices, vast selection, and convenient shopping experience as Amazon, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization.

EBAY GIVING WORKS

The American Breast Cancer Foundation has partnered with eBay Giving Works. Choose ABCF as your supporting charity when buying or selling.



To learn more visit givingworks.ebay.com.



PROMOTIONAL MATERIALS

Use these promotional materials at your next event or campaign to support ABCF's mission to Extend the Reach of the Rescue and raise awareness about breast cancer and the lifesaving power of early detection.

ABCF BREAST CANCER AWARENESS PINS AND BRACELETS

Show your support by wearing the pink breast cancer awareness ribbon pins and bracelets.



ABCF SHOWER CARDS

The earlier you find and treat breast cancer, the greater your chances are of surviving. These waterproof ABCF shower cards are designed to hang in a shower as a guide and reminder to conduct a monthly breast self-exam.



In the Shower

1. Raise your right arm, and use the pads of your fingers on your left hand to feel for lumps in the right breast.
2. Begin at the outer edge of your breast and move in a circular motion, to slowly feel your entire breast.
3. Gently squeeze the nipple and check for any discharge. Repeat the procedure on your left breast.

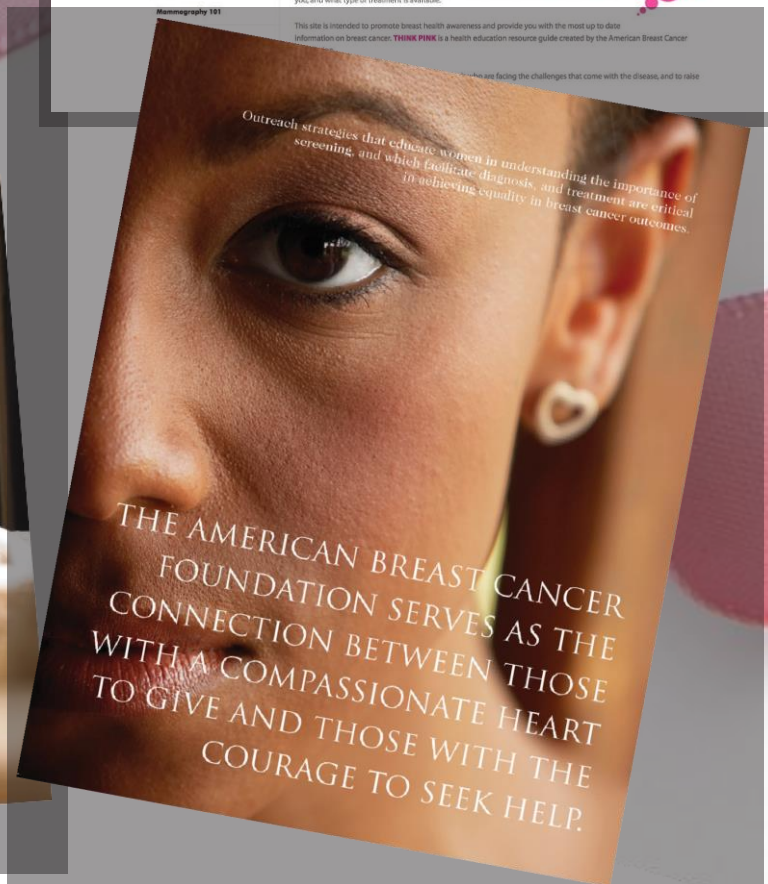
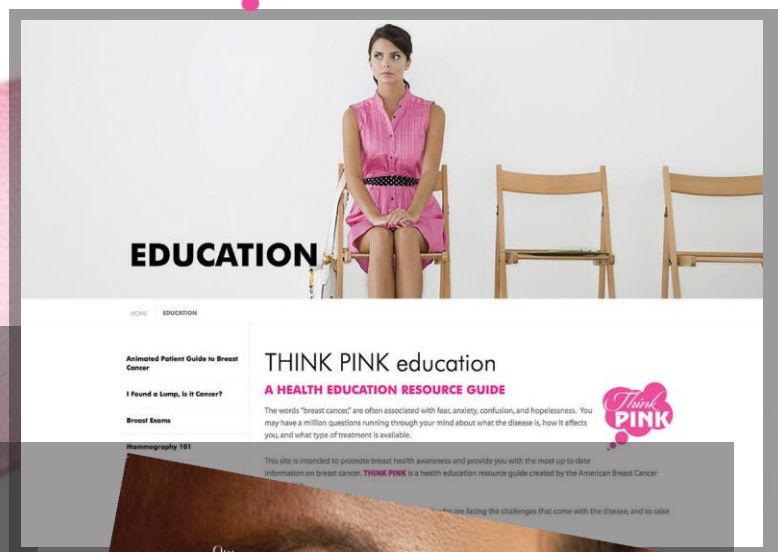


ABCF SUPPORT MATERIALS

Hand out informative and educational brochures and pamphlets on breast cancer at your next event.

Think Pink is a health education resource guide on breast cancer created by the American Breast Cancer Foundation.

Direct your readers to the education section of our website, www.abcf.org/think-pink-education



FUNDRAISING & DONATING

EXTEND
the **REACH**



If your event is a fundraiser, it is agreed that the proceeds generated from the event, after expenses, will be donated to the American Breast Cancer Foundation.

Sign-up and create your own fundraiser with GoFundMe by visiting www.GoFundMe.com/sign-up. Just follow the easy GoFundMe set-up tutorial.

Please mail donations to:

AMERICAN BREAST CANCER FOUNDATION
10440 Little Patuxent Parkway, Suite 300
Columbia, MD 21044

Or visit:
www.abcf.org/donate



If you have any questions or are interested in partnering with ABCF for your next event, please contact the ABCF Development office at: 410-730-5105.

Visit www.abcf.org for more ideas on planning your own fundraiser.



LOGO & BRANDING

Prior approval from ABCF is required before using logos.

Display our logo and ribbon on your social media, websites, promotional materials, etc.

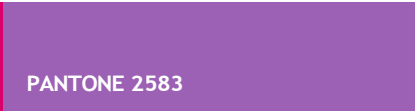


ABCF

Font: Freestyle Script

AMERICAN BREAST CANCER FOUNDATION

Font: Futura Book



A large, flowing pink ribbon is the central visual element of the advertisement, set against a white background. The ribbon is shown in a loop, with its texture and color clearly visible.

*Your gift to the
American Breast Cancer Foundation
will matter and can save a life!*

ABCF HEADQUARTERS
10440 LITTLE PATUXENT PARKWAY, SUITE 300
COLUMBIA, MARYLAND 21044
PHONE: 410-730-5105 • FAX: 410-730-4186

WWW.ABCF.ORG

AMERICAN BREAST CANCER FOUNDATION

