# Advan cingTh eBreak through

Cancer won't stop.

Neither can we.



Sponsorship & Engagement Toolkit

Presented by



# Thank you for partnering with us...

We are incredibly grateful for your generous support of our mission as we all face these extraordinary times. As a direct result of COVID-19, deep cuts to our research funding could mean a generation of cancer research lost. As a 2020 sponsor, we are excited to provide this toolkit for you to use to help us spread the word, increase engagement and maximize your benefits for Advancing the Breakthrough

Thank you, Victoria LeMay

#### Table of Contents

- Employee Engagement
- Network Engagement
- Promotional Messages
- Personal Engagement
- Additional Mission Information
- Invitation to tune in

# Engage your employees

#### What does this look like?

- Invite employees to join the event on October 9<sup>th</sup>
- Host a virtual company watch party
- Offer a company match of employee donations to the event

#### Resources to help you:

- Customizable email template
- Virtual watch party how-to
- Commitment form for company match

# Engage your professional network

#### What does this look like?

- Extend sponsorship opportunities to others within your network who may want to support Advancing the Breakthrough
- Make introductions for ACS to extend opportunities directly

#### Resources to help you:

- Outreach email template
- Letter from our Co-Chairs
- Sponsorship Brochure
- To make a connection, send an email and copy Victoria (victoria.lemay@cancer.org)

## Copy > Paste > Post. Promotional Messages

For an image to include in your post <u>click here</u>. Use #advancingthebreakthrough #attackingcancer

<u>LinkedIn:</u> For company page: This year, we are prouder than ever to be supporting the American Cancer Society and Advancing the Breakthrough! For the first time in its 100-year history, their mission to save lives and reduce cancer mortality is at risk because of the effects of COVID-19. Please join our company in preserving a generation of cancer research by visiting ceosagainstcancertri.org/event.

For an individual's page: This year, I am prouder than ever to be supporting the American Cancer Society and Advancing the Breakthrough! For the first time in its 100-year history, their mission to save lives and reduce cancer mortality is at risk because of the effects of COVID-19. Please join me in preserving a generation of cancer research by visiting ceosagainstcancertri.org/event.

<u>Facebook</u>: Join me in preserving a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

<u>Twitter:</u> You can help preserve a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

<u>Instagram</u>: You can help preserve a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

# Engage your personal network

#### What does this look like?

- Invite people to match your personal donation or to donate their own amount in your honor
- Make introductions for ACS to extend opportunities directly
- Set a personal goal and ask people to contribute to help you reach it

#### Resources to help you:

- Outreach email template
- Letter from our Co-Chairs
- To make a connection, send an email and copy Victoria (victoria.lemay@cancer.org)

### Additional Mission Information

https://www.ceosagainstcancertri.org/funding

#### WE ARE FIGHTING FOR A FUTURE WHERE

cancer diagnoses decrease and life expectancies increase

everyone has a fair and just opportunity to survive cancer

affordable, highquality treatments move from lab to bedside quickly there is no such thing as terminal cancer

\$4.9B

invested in research since 1946

19 Nobel Prize winners funded by the American Cancer Society

WE ARE CURRENTLY SUPPORTING MORE THAN

650 grants at institutions across the country

full-time researchers on staff at the American Cancer Society

APPROXIMATELY

of all beginning cancer researchers are funded by the American Cancer Society

2/3

of all directors of National Cancer Institute-designated cancer centers were once ACS grantees 32K+

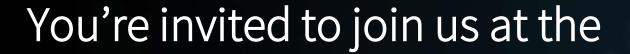
grants since 1946

85%

of researchers funded by the American Cancer Society stay in research

73%

likelihood of receiving National Institutes of Health funding as a past grantee of the American Cancer Society





# 6<sup>th</sup> Annual Advancing the Breakthrough

Hosted by the Tri State Chapter of CEOs Against Cancer

Tune in Friday, October 9<sup>th</sup> at 7pm ceosagainstcancertri.org/watch

Have additional questions or want to discuss personalization of outreach?

Contact Victoria LeMay at 413.244.6761 or victoria.lemay@cancer.org



