

# State Level Biomarker Advocacy Training Program

## SPONSORSHIP OPPORTUNITIES

Fight CRC’s approach empowers communities in each state to lead grassroots efforts to bring about legislative and policy changes that will make testing/screening more accessible to all.

Fight CRC has worked in collaboration with the American Cancer Society Cancer Action Network (ACS CANS) to support legislation at the state level to expand access to biomarker testing. A key strategy to help advance these policies is ensuring the patient voice and perspective is present throughout the advocacy process. Fight CRC is proposing to create a comprehensive resource to support the activation of patient advocates to help advance biomarker legislation.

### Advocate Training Program

Fight CRC has extensive experience training advocates to engage in policy. Last year we launched Community of Champions, an online community and education platform to provide virtual advocacy training to prepare advocates to meet with their members of Congress during Call-on Congress. The platform also allows advocates to communicate with one another in a social media-like feed and provides another channel through which our team can provide information and updates to highly engaged advocates.

To support state efforts to advance biomarker legislation, Fight CRC is proposing to create a training program within Community of Champions. This program will prepare advocates to offer testimony before their state legislature and include the following:

- \* Background on the legislation, what it does, and the importance
- \* Overview of the general process to testify to help advocates know what to expect (not state specific)
- \* Guidance on sharing their story in a compelling way that connects it to the policy, speaks to legislators and makes the case for why legislators should support it

This training would be accessible year-round, enabling advocates to prepare for potential opportunities. The platform would also be used to provide updates on biomarker legislation across the country to keep interested advocates up to date. We also have the ability to gather, and bank advocate stories for future use.

### Identifying Patient Advocates to Testify

Identifying advocates to testify will be a targeted approach to ensure that only suitable advocates participate. The goal will be to identify patients who either benefitted or would have benefitted from biomarker testing, are comfortable publicly sharing their story, and live in the state where legislation is advancing. We will cultivate advocates through the following ways:

- \* Targeted emails recruitment
- \* Targeted social media strategy
- \* Fight Colorectal Cancer Ambassador Program
- \* Fight Colorectal Cancer Share Your Story platform

### Additional Resources

In addition to the training, Fight CRC will create additional resources to support patients before, during, and after they testify. This will include:

- \* Draft testimony language
- \* Social media toolkit to promote their effort and the legislation
- \* A website landing page that will serve as a one-stop shop for our suite of resources
- \* Action alerts to prompt additional advocates to take action around the legislation

Financial support is crucial to enable advocates to engage in the legislative process. To ensure that all interested advocates have a chance to testify, Fight CRC will help cover travel expenses when needed.

	Platinum Sponsor \$50,000	Gold Sponsor \$50,000	Silver Sponsor \$25,000	Bronze Sponsor \$15,000
Opportunity to provide program feedback/input <i>(with Fight CRC having final approval)</i>	✓			
Recognized as a Bronze Beyond Blue Magazine Sponsor <i>(Spring 2024)</i>	✓			
Recognition in targeted emails	✓	✓		
Recognition in social media toolkit	✓	✓	✓	
Recognition on dedicated program webpage	✓	✓	✓	✓
Opportunity to share program content via sponsor/partner communication channels	✓	✓	✓	✓
Recognition in program survey with shared results	✓	✓	✓	✓
Recognition on social media	 39k reach	 30k reach	 10k reach	 10k reach

To secure your sponsorship, please contact Erin Quiko at [Erin@FightCRC.org](mailto:Erin@FightCRC.org).