

FY2025



Advocacy

Sponsorship Opportunities

PRESENTED BY:

Fight Colorectal Cancer

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About Fight Colorectal Cancer Advocacy

Fight Colorectal Cancer was founded with advocacy at the center of what we do. Our founder, Nancy Roach, believed that patients and caregivers must have a seat at the table where policy decisions are being made. We serve as a trusted resource for policymakers at the state and federal levels and work to empower and activate advocates across the country to impact meaningful policy change. This commitment to advocacy has helped expand access to colorectal cancer screening, increase research funding for the disease, and improve patient care.

MEET THE ADVOCACY TEAM

Molly McDonnell

Vice President of Advocacy



Olivia Henswel

Senior Program Manager



Brian Thomas

Advocacy Project Manager



Mission and Why We Fight

We fight to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

FEDERAL PRIORITIES

Fight CRC is on the ground in Washington, D.C., educating policymakers and ensuring that the colorectal cancer community is represented when and where policy is created.

STATE PRIORITIES

With advocates across the country, we can be on the ground advocating for policies that will increase access to colorectal cancer screening in every community.

RELENTLESS ADVOCACY

Fight CRC is proud to support and empower this community of relentless champions of hope in the fight against colorectal cancer.

Advocacy Wins

FIGHT COLORECTAL CANCER HAS...

- 1 Hosted 18 Call-on Congresses starting with just a handful of advocates and growing to over 230 relentless champions of hope.
- 2 Launched the Catalyst State-by-State Advocacy Program in 2019 and have helped pass legislation in 8 states to help increase access to colorectal cancer screening.
- 3 Successfully advocated for and passed the Removing Barriers to Colorectal Cancer Screening Act which removes out-of-pocket costs for Medicare beneficiaries who have polyps detected and removed during a screening colonoscopy.
- 4 Created and grew the Congressional Colorectal Cancer Caucus, a committed group of policymaker champions in the U.S. House of Representatives.
- 5 Worked with partners in the physician and advocacy community to get the federal government to issue guidance requiring commercial insurance plans to cover colonoscopy without cost to the patient after an abnormal non-invasive colorectal cancer screening test.
- 6 Helped develop and participated in the White House Cancer Moonshot Forum on Colorectal Cancer.
- 7 Planted 27,400 blue flags on the National Mall as part of United in Blue, a flag installation designed to raise awareness about the growing number of young people being diagnosed with colorectal cancer.
- 8 Fight CRC's founder, Nancy Roach, advocated to ensure that colorectal cancer was eligible for medical research funding through the Department of Defense's Peer-Reviewed Cancer Research Program. Over a decade later, we've protected and grown that funding and are now working to create a standalone Colorectal Cancer Research Program.
- 9 Worked with advocacy partners across diseases to maintain the patient protections included in the Affordable Care Act.
- 10 Helped to pass the Deferment for Active Cancer Treatment Act, a bill that would allow cancer patients on active treatment to defer their student loans.
- 11 Drafted and successfully included language in the FY20 appropriations bill to direct the National Cancer Institute to create a strategic plan for colorectal cancer research with particular emphasis on early-age onset colorectal cancer and the persistent health disparities that exist.

Call-on Congress

Call-on Congress is Fight Colorectal Cancer's (Fight CRC) annual advocacy event that brings together colon and rectal cancer survivors, caregivers, and supporters from across the U.S. to share their stories with their members of Congress in Washington, DC. Fight CRC provides comprehensive advocacy training both virtually and in person to ensure that each and every advocate is prepared to have a successful day of meetings.

Fight CRC has been bringing advocates to Washington, DC, and ensuring that patients and caregivers have a seat at the table where policy decisions are being made for nearly 20 years. Beginning with just a handful of advocates, Call-on Congress has grown to over 200 relentless champions of hope pushing for policy change in Congress.

RECENT POLICY VICTORIES

1

Securing over 400 cosponsors in the House and Senate and passage of the Removing Barriers to Colorectal Cancer Screening Act.

2

Report language directing the National Cancer Institute (NCI) to develop a strategic plan for colorectal cancer research that Fight CRC drafted and advocated for was included in the FY23 federal funding bill.

3

Ensured colorectal cancer continues to be eligible for research funding through the Peer-Reviewed Cancer Research Program within the Department of Defense.



2024 Call-on Congress

- 232 registered participants
- 133 first time attendees
- 24 Junior Advocates
- 42 individuals were provided scholarships, including 10 families
- 183 Congressional Meetings
- Dropped off materials to an additional 125 offices
- 36 states represented in meetings
- 1,500+ emails sent to members of Congress in support of our legislative priorities

Legislative Priorities

- 1 Provide \$20 million to create a Colorectal Cancer Research Program within the Department of Defense Congressionally Directed Medical Research Program.
- 2 Increase funding for the CDC's Colorectal Cancer Control Program, a program dedicated to increasing colorectal cancer screening rates in underserved communities.
- 3 Increase colorectal cancer champions in Congress by growing the Congressional Colorectal Cancer Caucus.



Call-on Congress

SPONSORSHIP OPPORTUNITIES

CALL-ON CONGRESS SPONSORSHIP OPPORTUNITIES	PLATINUM \$60,000	GOLD \$45,000	SILVER \$30,000	BRONZE \$15,000
Exclusive signage (online & in-person)	X			
Logo recognition on screen during event	X			
Inclusion in event press release	X	X		
Verbal recognition by Fight CRC President	X	X		
Opportunity to have a table at Fight CRC's Resource Expo During Call-on Congress (date TBD)	X	X	X	
Logo on event agenda (*subject to print deadlines)	X	X	X	X
Logo recognition on Call-on Congress designated event webpage	X	X	X	X
Logo on on-site sponsorship signage	X	X	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Access to online communications tools and graphics	X	X	X	X
Recognition in Annual Impact Report (Dec. 2025/Jan. 2026)	X	X	X	X
Complimentary attendance	6	3	2	1
Recognition in March Summary Report with shared copy	X	X	X	X

Call-on Congress

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ADVOCATE MIX & MINGLE (ONE (1) AVAILABLE): \$5,000

Fight CRC's Advocate Mix & Mingle kicks off our Call-on Congress event. This event marks the beginning of our impactful gathering, offering a prime opportunity for Fight CRC Staff and Advocates to meet one another and build meaningful connections.

REST & REJUVENATION ROOM #1 (ONE (1) AVAILABLE): \$2,000

The Rest and Rejuvenation Room at Call-on Congress is a haven of tranquility designed to provide attendees with a peaceful retreat during our advocacy training day. This dedicated space offers a range of amenities and activities aimed at promoting relaxation, wellness, and rejuvenation for participants.

Sponsorship Benefits:

- Recognition on room signage
- Recognition on social media via Facebook – 1x
- Recognition in March summary report

REST & REJUVENATION ROOM #2 (ONE (1) AVAILABLE): \$2,000

The Rest and Rejuvenation Room during our annual Advocate Hill Day in Washington, DC, located within one of the congressional buildings, is a dedicated space designed to provide attendees with a place to rest and recharge in between meetings with members of Congress.

Sponsorship Benefits:

- Recognition on room signage
- Recognition on social media via Facebook – 1x
- Recognition in March summary report

Catalyst Program

The Catalyst State-by-State Advocacy Program is a competitive grant program created to support colorectal cancer policy change at the state level. Our goal is to accelerate progress toward turning aspirational colorectal cancer screening goals into reality by increasing access and reducing barriers to colorectal cancer screening.

Through the Catalyst Program, Fight CRC supports grassroots activities and coalition-building at the state level that will lead to legislative and policy changes to advance colorectal cancer screening. We aim to foster a community of colorectal cancer champions across states to troubleshoot challenges and share best practices.

State-level programs that demonstrate coalition and partnership ability to activate state-level policy change are eligible for \$10,000-\$50,000 over a two year period. In addition, grantees receive technical assistance, a full-day action planning session with a strategic planner to develop their strategy, as well as resources such as state fact sheets, action alerts, draft testimony, and other supporting materials.

Catalyst Grantees

AR	CA	CO	GA
HI	IN	KY	LA
MO	NE	NV	NJ
NY	RI	TX	VA

Catalyst Program Victories

1

Passed legislation in New Jersey, New York, Texas, Arkansas, Rhode Island to require health insurers to cover colorectal cancer screenings beginning at age 45 for those at average risk and eliminate cost-sharing for required follow-up colonoscopies after an abnormal non-invasive screening test.

2

Passed legislation in Nebraska to require health insurers to cover colorectal cancer screenings beginning at age 45 for those at average risk.

3

Passed legislation in Indiana and California to eliminate cost-sharing for required follow-up colonoscopies after an abnormal non-invasive screening test.

4

Advanced a pharmacy protocol to allow pharmacists in Kentucky to provide colorectal screening via non-invasive screening tests at participating Kentucky pharmacies.

5

Catalyst grantees in California successfully worked to add colorectal cancer screening to the Centers for Medicare and Medicaid Services (CMS) Medicaid Adult Core Set of Quality Measures for adoption in 2022.

6

Fight CRC worked with the American Gastroenterological Association (AGA) to release a [suite of resources for patients, providers and insurers](#) to provide information on recent policy wins that increase access to colonoscopy after an abnormal non-invasive screening test. These resources are an effort to ensure that these policies are successfully implemented across the healthcare system and that patients can benefit from these important changes.

Catalyst Program

SPONSORSHIP OPPORTUNITIES

CATALYST STATE-BY-STATE ADVOCACY SPONSORSHIP OPPORTUNITIES	PLATINUM \$60,000	GOLD \$45,000	SILVER \$30,000	BRONZE \$15,000
Recognition in press release (if applicable)	X			
Recognition in Fight CRC's Community of Champions app news feed	X			
Recognition as a Bronze State Proclamation Sponsor (March 2025)	X	X		
Recognition in blogs/vlogs related to Catalyst Program	X	X	X	
Invitation for company representative to attend bi-annual Catalyst Program update meeting (date TBD)	X	X	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition in Catalyst emails	X	X	X	X
Recognition on Catalyst webpage via Fight CRC's Website	X	X	X	X
Recognition in annual Catalyst Summary Report with shared copy (date TBD)	X	X	X	X

Colorectal Cancer Care Initiative & Report

The Colorectal Cancer Care Initiative (CRCCI) is a dynamic collaboration spearheaded by Fight Colorectal Cancer, uniting advocacy groups, survivors, clinicians, data scientists, professional associations, and industry leaders dedicated to changing the trajectory of colorectal cancer in the U.S. By bringing together the leading experts from across the health care ecosystem we will be able to harness our collective energy and efforts toward a common goal.

The goal of the CRCCI is to leverage the vast expertise and resources of key stakeholders across the colorectal cancer community to tackle crucial care challenges related to colorectal cancer screening and treatment within U.S. health systems.

At the heart of this initiative is the CRCCI report, offering a practical framework with clear data-driven goals for enhancing colorectal cancer diagnosis, care and patient outcomes. The goals delineated in this report will guide health care systems both large and small to utilize data for shaping strategies, actions, and resource allocation. We hope to show that facilitating collaboration among varied health care stakeholders will enhance care quality for all colorectal cancer patients.

The CRCCI grew out of Fight CRC's efforts to respond to President Biden's Cancer Moonshot effort. Following the re-launch of the Moonshot in 2022, Fight CRC convened a group of colorectal cancer screening thought leaders to meet with the Cancer Moonshot team at the White House to discuss the ways that the colorectal cancer community could be a part of reaching the bold goals set by the President. From that time, Fight CRC has continued to build this coalition of passionate stakeholders and think creatively about how we can best coordinate and collaborate to improve colorectal cancer screening and care.

KEY CRCCI ACTIVITIES

- CRCCI Report – establishing key performance indicators (KPIs) for colorectal cancer screening and care
 - Report dissemination and promotion – this report is designed to be actionable, not just gather dust on a shelf. Fight CRC and our partners will work diligently to get it into the hands of health professionals, administrators and beyond through direct engagement as well as participation in gatherings of key stakeholders.
- Measuring progress – leverage data and healthcare partners to measure and aggregate data on progress towards KPIs across the country

Colorectal Cancer Care Initiative

SPONSORSHIP OPPORTUNITIES

CRCCI SPONSORSHIP OPPORTUNITIES	GOLD \$45,000	SILVER \$30,000	BRONZE \$15,000
Recognition in CRCCI press release	X		
Recognition in annual CRCCI Impact Report	X	X	
Access to CRCCI reports, data-driven insights, and resources that outline actionable goals and strategies with the opportunity to share the information provided	X	X	X
Recognition on social media	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition CRCCI emails	X	X	X
Opportunity for company representative to contribute feedback to the report – (with oversight from Fight CRC’s Medial Advisory Board for final content)	X	X	X
Invitation for company representative to attend annual virtual CRCCI update meeting (date TBD)	X	X	X
Recognition on CRCCI designated webpage – listed as a partner sponsor	X	X	X

Thank you!

FOR INQUIRIES, PLEASE CONTACT US.



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