



Empower Everyone.
Ignore No One.

Advocacy Action Toolkit

An American flag is visible on the left side of the page, partially obscured by the dark blue background. The stars and stripes are clearly visible.

Overview

Advocacy is about standing up, making our community visible and being heard. It's about promoting change, not accepting the status quo, and taking a public stand for those causes and issues that matter to you. By sharing your story and raising awareness for lung cancer, you're helping to shape the future for the millions at risk and living with the disease. And now, we're making it easy to do it all from home.

In this toolkit, you will find sample social media posts and profile assets, video guidelines, pre-written messages to legislators and your local newspaper, and instructions on how to share your story.

Take Action!

It is easier than you think to take your message straight to our nation's policy makers. Take advocacy action by sending an email, tweet or snail mail. One of the best ways to raise awareness for lung cancer is by sharing your personal story and only you can do that.



There are two simple ways to take action:

- Send a pre-written email and tweet to your legislators through [Voter Voice](#).
- [Click here](#) to send a pre-written letter to your local newspaper editor.

Social Media Basics

USE HASHTAGS

We encourage you to use the hashtags **#VoicesSummit** and **#FundOurLungs** in all social media posts. This will help us build momentum as one collective voice across social media platforms and track responses and outreach to legislators.

FOLLOW US

Follow GO₂ Foundation for news and updates.

Be sure to tag us in your posts!



[@GO2Foundation](https://www.facebook.com/GO2Foundation)



[@GO2Foundation](https://twitter.com/GO2Foundation)



[@GO2Foundation](https://www.instagram.com/GO2Foundation)



[GO2 Foundation for Lung Cancer](https://www.linkedin.com/company/GO2-Foundation-for-Lung-Cancer)

Raise Awareness

[DOWNLOAD ASSETS](#) ↓

First, know the facts. [Click here](#) for two critical fact sheets. Most people don't realize that lung cancer is the #1 cancer killer among both men and women, across every ethnic group.



Raise awareness among your community by sharing these fact graphics in a social media post and by using our Facebook frame. To download the full library of graphics, click the download assets button.

REMINDER! Don't forget to use **#VoicesSummit** and **#FundOurLungs** to contribute to the broader social media conversation!

Raise Awareness

Applying a Facebook frame to your profile photo is a quick, easy way to raise awareness in your network.

HOW TO APPLY A FACEBOOK FRAME

1. Visit www.facebook.com/profilepicframes
2. Search for “2020 Virtual Lung Cancer Voices Summit”
3. Resize and click “Use as Profile Picture”



Video Guidelines

One of the easiest ways to put a face to this disease is to share your own story in a selfie video! This spreads awareness while also educating legislators on the impact of lung cancer in a very personal way. We've put together some [video guidelines](#) to help you create a selfie video to share on social media.

In your short 60 second or less video, here's what you should cover:

- Your name
- Your diagnosis, including stage and diagnosis date (if applicable)
- Message: ***Lung cancer is the #1 cancer killer, but least funded per death. CDMRP research funding is critically needed now more than ever with the lung cancer community at an even higher risk of contracting COVID-19. We NEED your support to ensure allocation be funded at \$20 million.***

When sharing on social media, be sure to tag your legislators. [Click here](#) to find appropriate social media handles under "Find Politicians."

Share Your Story



Share your lung cancer story as a Survivor Spotlight, to put a face to lung cancer. Not only will your story help raise awareness within our online community, but it will also inspire hope and strength in others battling the disease. [Click here](#) to submit your story!