**RESOURCES TO REQUEST A PROCLAMATION FOR BLOOD CANCER AWARENESS MONTH AND LYMPHOMA AWARENESS DAY**

**Thank you for helping to raise awareness for lymphoma in your community!**

September is National Blood Cancer Awareness Month (BCAM), a time to connect with one another and educate the public about lymphoma. World Lymphoma Awareness Day (WLAD) takes place every year on September 15. BCAM lasts throughout the entire month of September.

Obtaining a proclamation from your local government is a wonderful way to raise awareness for lymphoma. While it often is a simple process, every state/city has different guidelines. This toolkit will provide you with the resources you may need to request that your Mayor, Governor or other government official proclaim September as Blood Cancer Awareness Month and September 15 as Lymphoma Awareness Day in your city, county or state.

**What is a Proclamation?**

Proclamations are typically issued by a government official to recognize the importance of a community event, significant achievements by community members, or to signal a state or city role in significant national events.

Proclamations may be read at a City Council meeting or at a community event, depending entirely on the process set forth by the council. Original, signed proclamations are often provided to the requesting party (sometimes must be received in person at city offices).

**Why request a Proclamation in your city or state?**

* Opportunity to meet/greet/photo with your Governor, Mayor and/or other representation
* Help your city/state recognize lymphoma in an official capacity
* Get your local government more involved in local causes
* Creates a newsworthy, local story for your local news outlets

**STEPS TO REQUEST A PROCLAMATION**

**Visit your local government’s website.**

Some city and state websites will have a section on “How to Request a Proclamation.” Some will even have an online Proclamation Request section on their website. If they do not have an online request section, send an email request to your Mayor and/or Governor.

*You can use the sample outreach email in this toolkit.*

**Plan, plan, plan.**

Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of September.

**Provide a draft.**

You may be asked to provide a draft of sample proclamation language.

*You can use the sample draft proclamation language in this toolkit.*

**Celebrate with your city.**

Your local government office may invite you to attend a meeting to accept the proclamation on behalf of the Lymphoma Research Foundation (LRF). This is a great press opportunity and way to bring your community together to recognize lymphoma patients, survivors and caregivers in the community.

**Notify LRF of your accomplishment.**

Email **media@lymphoma.org** to let the Lymphoma Research Foundation know about your accomplishment. We will add your city and/or state to the Light it Red for Lymphoma landing page on lymphoma.org.

**Share your proclamation.**

Share your announcement, photos, videos, and other moments from receiving your proclamation with the lymphoma community by:

* Emailing the Communications & Marketing team at **media@lymphoma.org** with a photo or scan of your proclamation. If you would like to send the original document to LRF, please send to:

Lymphoma Research Foundation

Wall Street Plaza

88 Pine Street, Suite 2400

New York, NY 10005

* Emailing the Communications & Marketing team **media@lymphoma.org** with a summary of what took place in your community and add any photos/videos.
* Tagging **#LightItRed** on all your social media posts.
* Tell the media! A press release template and Letter to the Editor is available to use at [**lymphoma.org/lightitred**](https://lymphoma.org/lightitred).

**Email Penelope Andujar at** **pandujar@lymphoma.org** **with any questions!**

**SAMPLE OUTREACH EMAIL**

The following email offers ideas and language you can use as part of your outreach to your Mayor, Governor, and local officials for Blood Cancer Awareness Month and Lymphoma Awareness Day. Feel free to copy, paste or adjust as you see fit as you communicate about your involvement with the Lymphoma Research Foundation and connection to lymphoma.

Dear **[OFFICIAL NAME]**,

This year, **[during the month of September / on September 15, 2020]**, we are part of a nationwide call to action to bring attention to lymphoma—the most common type of blood caner, and a disease that affects more than one million people living in the United States. It is estimated that more than 100,000 people will be diagnosed with lymphoma or chronic lymphocytic leukemia in the United States, this year alone.

**[ADD 3-4 SENTENCES ABOUT YOUR CONNECTION TO LYMPHOMA]**

In an effort to raise awareness of this complicated disease, the Lymphoma Research Foundation (LRF) – the nation’s largest nonprofit devoted exclusively to lymphoma research and supporting the lymphoma community through comprehensive education programs – would like to request for the **[City / State]** of **[CITY/STATE]** to proclaim **[September as Blood Cancer Awareness Month / September 15 as Lymphoma Awareness Day]**.

As part of LRF’s National Blood Cancer Awareness Month initiative, this proclamation will aid in educating the public about blood cancers, raising funds for lymphoma research and providing hope to all those currently affected by lymphoma.

Awareness and education are powerful tools in the race to find a cure for lymphoma. LRF is committed to providing education and resources to all those affected by a lymphoma diagnosis and asks for your support in raising awareness for this blood cancer in September. Together, we can ensure a brighter future for all those touched by lymphoma!

Best,

**[YOUR NAME]**

***DRAFT***

**PROCLAMATION**

**September is**

**Blood Cancer Awareness Month**

Whereas, Lymphoma is the most common form of blood cancer and the third most common cancer of childhood; and

Whereas, More than one million people in the United States are living with, or in remission from lymphoma and chronic lymphocytic leukemia, and every five minutes, someone is diagnosed with lymphoma; and

Whereas, A cure for lymphoma can only be realized through advanced cancer research; and

Whereas, Awareness and education are powerful tools in the race to find a cure for lymphoma; and

Whereas, The health and vitality of the people of **[STATE]** are significantly enhanced by local efforts to increase communication and education pertaining to blood cancers; and

Whereas, The Lymphoma Research Foundation offers a wide range of support services and programs for people with lymphoma, their loved ones and caregivers; and

Whereas, Blood Cancer Awareness Month helps to raise general awareness of the disease and provides hope to all those affected by a lymphoma diagnosis.

NOW, THEREFORE, BE IT RESOLVED THAT I, **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[NAME]**, of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [TITLE & CITY/STATE/OTHER, such as “Mayor of the City of TBD”)** do hereby proclaim September as Blood Cancer Awareness Month, and do commend this observance to all of our citizens.

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