

NIH/NCI Advocacy Email

Audience: All Cancer organizations, such as those belonging to OVAC

Sender: [Name], [Organization]

Action: Send email to local Congressperson

Landing Page: **Unbranded Landing Page w/Email Trigger**

Subject: Tell Congress: We need to restore support for cancer research now

Body Copy

Dear %%FIRSTNAME(friend)%%,

We hope you were able to watch Ken Burns' documentary, *Cancer: The Emperor of All Maladies* **the week before last**. This special television event reminds us just how much research matters. The National Institutes of Health's research is one of the biggest reasons U.S. cancer death rates continue to drop each year. And yet, adjusted for inflation, there's been a \$10 billion cumulative loss in cancer research funding since 2003.*

That's appalling. That's billions of dollars we could be investing in innovative research programs but aren't. That's thousands of lives that could have been saved, but weren't.

<LINK>Send a loud and clear message to your representatives in Congress: Restore NIH funding.</LINK>



Everyone in this country has either been touched by cancer already, or will be touched at some point in their lives.

Until all cancer patients can win their battles, we must do everything in our power to drive research forward. Restoring the NIH budget this Fall — and more specifically, the National Cancer Institute's portion of that budget — is a crucial first step, and your voice will help us get there.

Tell Congress to put money back into life-saving cancer research:

LINK

Thank you,
[Name]
[Organization]

IN MOUSEPRINT

* http://www.cancer.gov/aboutnci/budget_planning_leg/plan-2016/budget