

BREAST CANCER RESEARCH FOUNDATION

2026 PARTNER TOOLKIT

CAMPAIGN MESSAGING GUIDE

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Breast Cancer Awareness Month 2026

Campaign Overview

The breakthrough that saves a life tomorrow starts with breast cancer research today.

Today's Research → Tomorrow's Cures

What We're Doing

This October, the Breast Cancer Research Foundation (BCRF) is **spotlighting research shaping what's next in breast cancer**. The breakthroughs people hear about tomorrow start long before they make headlines and save lives—in labs, clinical trials, and through years of scientific research happening right now.

Through educational content, live activations, community engagement, storytelling, and partnerships, BCRF will bring visibility to the people, process, and progress behind breast cancer research while mobilizing support for the breakthroughs still to come. From prevention and treatment to metastatic disease and survivorship, this campaign highlights how research transforms what's possible for millions impacted by breast cancer.

WHAT'S HAPPENING TODAY

260+ investigators across **17 countries** are working right now on the most urgent questions in breast cancer science.



WHAT THAT MEANS FOR TOMORROW

More Time.
Better treatments.
Earlier detection.
More lives saved.



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How You Can Help

Join us this Breast Cancer Awareness Month and fuel the next breakthrough. Every dollar, action, and story shared accelerates discovery.

LEARN	Explore webinars, events, educational resources, and conversations throughout Breast Cancer Awareness Month.
SHARE	Send a note to a BCRF-supported researcher, share a postcard reminder with a loved one, or help spread credible information about breast health and breast cancer research.
SUPPORT	Donate to research at bcrf.org, shop with participating partners, or start a fundraiser to help fuel lifesaving research.
AMPLIFY	Follow and share BCRF content across Instagram, TikTok, LinkedIn, and Facebook, throughout October.
LEARN MORE	Check out our About Breast Cancer page and Glossary.

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Key Dates

SEPTEMBER 24	World Cancer Research Day, Virtual Q&A with BCRF Experts
OCTOBER 1	Breast Cancer Awareness Month kick-off, Live Activation at Grand Central
OCTOBER 13	Metastatic Breast Cancer Awareness Day, Virtual Q&A with BCRF Experts
OCTOBER 15	Lobular Breast Cancer Awareness Day
OCTOBER 16	National Mammography Day BCRF New York Symposium & Awards Luncheon
OCTOBER 17-23	Male Breast Cancer Awareness Week
OCTOBER 18	BCRF's 1 in 8 Day

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Messaging Tools & Resources

Core Campaign Lines

- Today's research. Tomorrow's cures.
- The breakthrough that saves a life tomorrow starts with breast cancer research today.

BCRF Key Facts

- Founded by Evelyn H. Lauder in 1993.
- Largest private funder of breast cancer research worldwide.
- Largest funder of metastatic breast cancer research worldwide.
- Highest-rated breast cancer research organization in the country.
- Since BCRF was founded in 1993, breast cancer deaths have dropped 44%.
- 260+ investigators are supported annually across 17 countries.
- $75.75 million invested in scientific grants this year.

Messaging Guidance

LANGUAGE TO AVOID:

- Fight, survivor, euphemisms that trivialize or infantilize the disease

LANGUAGE TO REACH FOR:

- Fuel, advance, accelerate, discover, progress

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Amplify Our Campaign on Social

GENERAL

1 in 8 women will face a breast cancer diagnosis. The research happening in a Breast Cancer Research Foundation investigator's lab today becomes the cure that exists tomorrow. Fuel what comes next at bcrf.org.

GENERAL

Since 1993, **breast cancer deaths have dropped 44%**. That's decades of research turning into real results. Today's investigators are doing the same work that will become tomorrow's breakthroughs. Join us.

METASTATIC BREAST CANCER

For those living with metastatic breast cancer (MBC), **research means more time, more options, and more moments that matter**. This October, join BCRF—the largest private funder of MBC research—in fueling the breakthroughs still to come.

FUNDRAISING

I'm raising money for the Breast Cancer Research Foundation today because I want to change what tomorrow looks like for people I love. Join me at [fundraiser link] to fuel lifesaving research.

PARTNER

At [Partner Name] we're proud to support the Breast Cancer Research Foundation this October. The research BCRF funds today across **260+ investigators in 17 countries** is what becomes tomorrow's treatments, tomorrow's breakthroughs, tomorrow's cures. Join us at BCRF.org.

AMBASSADOR/INFLUENCER/THRIVER

Something important is happening right now in a Breast Cancer Research Foundation lab. Researchers across the globe are working on the next breakthroughs across prevention, treatment, and metastatic breast cancer research. **Join me and fuel the work that saved my life**.

JOIN US THIS OCTOBER. LET'S TAKE ACTION TO FUEL THE NEXT BREAKTHROUGH.