Breast Cancer Research Foundation

October 2026 Postcard Guidelines

Purpose

Join the Breast Cancer Research Foundation (BCRF) in raising awareness for the one in eight women who will be diagnosed with breast cancer, and supporting today's researchers working to find tomorrow's cures. With a BCRF postcard, you can create a meaningful moment of reflection, action, and support that feels true to your brand or community this Breast Cancer Awareness Month and beyond.

How You Can Use It:

The concept is simple. Participants can use blank postcards to write a message of their choice, or can write a "reminders" postcard, encouraging loved ones to take steps to monitor their health and understand their breast cancer risk.

For Corporate & Retail Partners: We'll mail you a supply of postcards along with writing prompts, and easy setup instructions. Some possible activation opportunities include:

- **In the Office**. Set up a postcard-writing station as part of a wellness initiative, employee engagement day, or Breast Cancer Awareness Month activation. It's a thoughtful way to spark conversation and connection among coworkers.
- **At Retail Locations**. Place a station near checkout or in a quiet area where customers can pause to write a message of hope, thanks, or encouragement. This can turn an everyday space into a moment of purpose.
- **During Events.** Set up a postcard-writing station at any company event to help attendees engage with your BCRF partnership and increase awareness of it. Event goers can take postcards home, mail them, or display them on a postcard wall or table at the location.