

BCAM 2026 Corporate Partner (Customers)

Email Templates

Email 1: Kickoff & Partnership Intro

Subject line: October is Breast Cancer Awareness Month (BCAM)

Preview line: Why this month matters

Hello,

This October, [Company Name] is proud to partner with National Breast Cancer Foundation (NBCF) for [Breast Cancer Awareness Month](#) to help ensure no one faces breast cancer alone.

1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime, and early detection can make all the difference. That's why we're joining NBCF to provide education, early detection resources, and support for those facing a diagnosis.

Throughout October, we'll share ways you can become part of this mission, too—whether you're [shopping with us](#), learning more about [breast health](#), or sharing [free resources](#) with someone you love.

Here are 3 ways you can make a difference this October:

- **Learn and share:** Knowledge is power, and knowing what to look for—and when—is a proactive way to practice early detection. Browse and share NBCF's [top educational resources](#) to stay informed and educate your loved ones about the importance of early detection.
- **Shop for hope:** [partner to describe how customers can engage in October (portion of proceeds, round-up at checkout, donation match, etc.)]
- **Show your support:** Leave an uplifting message on NBCF's [Wall of Support](#) to encourage those who are facing a breast cancer diagnosis.

When every moment matters, our actions matter most. Thank you for joining us this month as we support NBCF and those affected by breast cancer.

[Optional: Add a "learn more" button or link if the partner has their own BCAM landing page, blog post, etc.]

Sincerely,

[Signature]

Email 2: Education & Shareable Info

SL: BCAM: Knowledge is power—pass it on

PL: What you need to know about breast health

Hello,

When it comes to breast health, knowledge truly is power.

Understanding your body and staying proactive about your health are important parts of early detection. Early-stage breast cancer—when it hasn't spread beyond the breast—has a 5-year relative survival rate of over 99%, highlighting the importance of early detection. **When breast cancer is detected and treated early, outcomes improve, and lives are saved.**

Below are a few simple but important reminders about breast health and early detection. Through our partnership with [National Breast Cancer Foundation](#) (NBCF), we're helping make these educational resources and others like them more accessible to those who need them most.

Important Breast Health Reminders

- **Know what's normal for you:** Women ages 18 and over are encouraged to practice [breast self-awareness](#), including a monthly [breast self-exam](#). This will help you become familiar with how your breasts normally look and feel so that you can report any changes, like lumps, swelling, or skin changes, to your doctor right away.
- **Stay on track with recommended screenings:** [Mammograms](#) can help detect breast cancer early, often before symptoms appear. NBCF recommends that all women ages 40 and over at average risk of breast cancer receive a [screening mammogram once a year](#). Those at increased risk may need to start earlier than age 40. Ask your doctor about the screening schedule that is right for you.
- **Know your personal risk:** Individual [risk factors](#), like family history, genetics, age, and lifestyle, can play a role in your breast cancer risk. Knowing [your level of risk](#) can help you and your doctor make informed decisions about breast cancer screening.
- **Men should be aware, too:** Although rare, [men can get breast cancer, too](#). Male breast cancer is often diagnosed at a later stage, when it is more difficult to treat. That's why it's important for men to be aware of the [signs and symptoms of male breast cancer](#) and report any changes to their doctor right away.

Sometimes the most meaningful thing you can do is share information. Explore [NBCF's free breast health resources here](#)—and consider passing them along to those you care about.

Sincerely,

[Signature]

Email 3: Story & Emotional Connection

[Note to partners: Below, we have provided a real patient story of a woman who was helped by NBCF programs. However, if your company has its own cause connection or story, this email would be a great place to share it, replacing the story provided.]

SL: BCAM: Hear from Meghan, a mother of 4 in St. Louis

PL: See how you're helping her this October

Hello,

For many women, getting a [mammogram](#) isn't as simple as just scheduling an appointment. Without health insurance or enough money to cover the cost, a recommended screening can feel out of reach. Instead of focusing solely on their health, they're forced to worry about bills, groceries, childcare, and whether they can afford the care they need.

This was true for Meghan, who needed a mammogram she couldn't afford. She shared:

"I am 43 years old and have never had a mammogram. I was pregnant with my fourth child when I turned 40 and have not made it a priority until now. I don't have insurance due to the high cost."

But Meghan found help and hope through NBCF's [National Mammography Program](#), which provides free mammograms for women in need. After receiving a no-cost mammogram at an NBCF partner facility in her hometown of St. Louis, Meghan said:

"The National Mammography Program is such a blessing, offering free mammograms."

Here are ways you can help us support [National Breast Cancer Foundation](#)—and more women like Meghan—today:

- **Shop for hope:** [partner to describe how customers can engage in October (portion of proceeds, round-up at checkout, donation match, etc.)]
- **Donate to NBCF:** For someone facing breast cancer today, the help she needs can't wait. Your donation to NBCF will provide a woman with the support she needs. [Donate now](#). [partner to add donation match information, if applicable]

Because of partnerships like this—and people like you—more women are able to access the help they need, when they need it most.

Sincerely,

[Signature]

Email 4: Action & Impact

SL: BCAM: See your Breast Cancer Awareness Month impact

PL: Thank you for your support!

Hello,

As Breast Cancer Awareness Month comes to a close, we want to share the impact we have made together.

Through our partnership with [National Breast Cancer Foundation](#) (NBCF), we've been able to support programs that provide early detection, education, and patient support. Together this month, we were able to:

- **Support early detection efforts** through NBCF's [National Mammograph Program](#), which provides free mammograms to people in need in all 50 states
- **Provide [educational resources](#)** about breast health, breast cancer, and survivor support to women and families across the country
- **Help support patients** through NBCF's [Patient Navigation Program](#), so women facing breast cancer have the information and support they need during treatment

Every action—big or small—helped bring critical resources to individuals and families facing breast cancer. October may be coming to an end, but our impact doesn't have to stop here. Learn how you can [get involved](#) with NBCF's mission of providing help and inspiring hope to those affected by breast cancer year-round.

Thank you for your support this month. Because of you, more women are receiving the help and hope they need, and that is something to celebrate.

Sincerely,

[Signature]