

BCAM 2026 Corporate Partner (Employees)

Email Templates

Email 1: Kickoff & Partnership Intro

Subject line: Join us in supporting Breast Cancer Awareness Month (BCAM)

Preview line: Why this month matters

Hello,

This [Breast Cancer Awareness Month](#), we're proud to partner with National Breast Cancer Foundation (NBCF) 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 our partnership with NBCF focuses on expanding access to education, early detection resources, and support for those facing breast cancer.

Throughout the month, we'll be sharing ways you can get involved and support this mission with us—both at work and in your everyday life.

Here are a few ways we can make an impact together this October:

- Learn and share: Knowledge is a powerful tool. Take time to explore NBCF's free [educational resources](#) and share them with your family and friends to help promote early detection and breast health awareness.
- Support our company initiative: [insert company-specific campaign details here, such as donation matching, round-up opportunities, percentage-of-sales contributions, or other ways employees can help]
- Show encouragement: Leave an uplifting message on NBCF's [Wall of Support](#). A few words of encouragement can mean so much to someone facing breast cancer.

When every moment matters, our actions matter most. Thank you for being part of this effort and helping us support those affected by breast cancer this month.

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: We have provided a real patient story below 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 we'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:

Join our BCAM campaign: [insert company-specific campaign details here, such as donation matching, round-up opportunities, percentage-of-sales contributions, or other ways employees can help]

- 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]
- [Partner to add other ways employees can engage]

Because of our partnership with NBCF—and incredible team members like you—more women can access the help they need when they need it most.

Sincerely,

[Signature]

Email 4: Action & Impact

SL: BCAM: See our 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 this month—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 [continue your involvement](#) 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]