

BCAM 2026 General Engagement Email Templates

Email 1: Kickoff & Intro

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

Preview line: Why this month matters

Hello,

October is [Breast Cancer Awareness Month](#), and I'm supporting National Breast Cancer Foundation (NBCF) to help provide help and inspire hope to those affected by breast cancer. One way I'm doing that is by sharing one email each week of October with ways you can get involved in the cause with me, as well as information and tips to support your own health.

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.

- **Learn and share:** Knowledge is power, and knowing what to look for—and when—is a proactive way to practice early detection. Browse NBCF's [top educational resources](#) to stay informed. Be sure to share them with your friends, too!
- **Shop for hope:** All purchases from the NBCF Shop support NBCF's mission of Helping Women Now®. Check out their [pink ribbon collection](#) and order your merch to support those facing breast cancer.
- **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 me this month as we support NBCF and those affected by breast cancer.

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.

- **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 later, 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 sender: Below, we have provided a real patient story of a woman who was helped by NBCF programs. However, if you have your 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 we can support [National Breast Cancer Foundation](#) (NBCF)—and more women like Meghan—today:

- **Donate to NBCF:** For someone facing breast cancer today, the help she needs can't wait. [Donate now](#).
 - A \$150 donation can provide a mammogram for a woman who cannot afford one
 - A \$50 donation can provide a [HOPE Kit®](#) for a woman in treatment
 - A \$25 donation can provide educational resources to a woman in need
 - A donation of any amount can provide a woman with the help and hope she needs for the journey ahead
- **Shop for hope:** All purchases from the NBCF Shop support NBCF's mission of Helping Women Now®. Check out their [pink ribbon collection](#) and order your merch to support those facing breast cancer.
- **Start a fundraiser:** It's easy to fundraise for women facing breast cancer online. Start your NBCF [social media fundraiser](#) today.

When we work together, more women can access the help they need when they need it most.

Sincerely,

[Signature]

Email 4: Wrap-Up & Reminders

SL: BCAM: Our support doesn't have to end in October

PL: Support breast cancer awareness all year long

Hello,

As [Breast Cancer Awareness Month](#) comes to a close, I want to leave you with a few reminders about why this month matters and ways we can continue to support the breast cancer community throughout the year.

Breast cancer doesn't wait, but neither do the people who help.

Breast Cancer Awareness Month may last for only one month, but breast cancer doesn't wait for a month, for someone to be able to afford treatment, or for the perfect timing. That's why what we learn during October must carry forward into every other month—through education, encouragement, and meaningful action.

Here are a few simple ways you can continue making an impact year-round:

- **Prioritize your health.** Schedule your [routine screenings](#), including a mammogram, and encourage your loved ones to do the same. Early detection saves lives.
- **Share what you know.** Use your voice to spread awareness—whether that's [posting on social media](#), starting a conversation, or [sharing free educational resources from NBCF](#).
- **Support patients directly.** [Donate](#) to NBCF and provide mammograms, patient navigation, and support services for those facing breast cancer.
- **Show up with encouragement.** A [handwritten note](#), a check-in text, or leaving a message on the [Wall of Support](#) can make a meaningful difference to someone in treatment.
- **Stay involved.** [Volunteer](#), [fundraise for NBCF](#), follow NBCF on [social media](#), or find small ways to stay connected to the mission throughout the year.

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]