



MESOTHELIOMA AWARENESS DAY PREPARATION TOOLKIT

Mesothelioma Awareness Day is September 26th
This toolkit has everything you need to know about Meso
Awareness Day and how to prepare in **FIVE EASY STEPS**

1. Paint the world blue
2. Apply for proclamations
3. Share your story with #MoreThanMeso
4. Participate in the MAD Challenge
5. Organize an awareness event or fundraiser

When September comes, the only thing left to do is **SHARE, SHARE, SHARE**. Together we can bring awareness to mesothelioma, the people it affects, and the need for more research and understanding of this rare cancer.

HAVE QUESTIONS?

Contact Communications Manager, Melissa Gerard
mgerard@curemeso.org
(703) 879-3823





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PAINT THE WORLD BLUE

PAINT THE WORLD BLUE is simple!

Wear **blue** and encourage others in your community to do so as well. Share on your social media and in local groups to show your support for mesothelioma awareness. **Need a blue shirt?** We will have plenty of options in our foundation store this summer so you are prepared for September 26th.

Want to take it a step further? Get a local bridge, building, or landmark in your local area to **light up blue**. Some buildings have forms to fill out to be lit up. Some landmarks may require a phone call to the building and a simple ask. In the past, community members have lit up bridges, city halls, stadiums, college campuses, police stations, and even Niagara Falls.

Then **MOST IMPORTANTLY** contact your local news station or newspaper and tell them about Mesothelioma Awareness Day. Let them know that you are wearing blue and lighting the city blue and **why awareness for mesothelioma is so important**.



PROCLAMATIONS

STATE AND LOCAL

Getting a proclamation from your state or local government proclaiming Mesothelioma Awareness Day on September 26th is super simple.

Want to get a state proclamation?

Reach out to the foundation and let them know you want to be the representative from your state who obtains your proclamation. We will send you simple instructions and a link directly to your state office to apply for the proclamation.

Local proclamations are just as easy. Call your city or local government and ask about applying for a proclamation. Most local governments make it easy for you. Usually applications take less than ten minutes to complete and we have all the wording you need on the website.

Once you receive your proclamation back, make sure to let the foundation know, take photos and share them.

Some states and cities will allow presentations of proclamations for more awareness brought to the day



MORE THAN MESO

TELL YOUR STORY

The hardest part of bringing awareness to mesothelioma is [breaking down the stereotypes](#). People hear “mesothelioma” and think of the legal commercials, making assumptions about what it is and who the patients are.

The easiest way to break that down is to share your own or your loved one’s stories. The simplest way is the [#MoreThanMeso](#) campaign.

We want to hear your story outside of your mesothelioma diagnosis. Who are you? What are you passionate about? What makes you, you?

Write up a paragraph or short story and share with us at info@curemeso.org with a photo. [Have a longer story to tell?](#) We would love to interview you and use it as a #MoreThanMeso video.



MESO AWARENESS DAY CHALLENGE

In 2025, we launched our first MAD challenge- a 48-hour giving campaign to engage the community and raise support for research and programming provided by the foundation. In just two days, 130 individuals helped raise over \$38,000 and unlocked an additional matching \$10,000 gift [bringing the total to \\$48,000](#).

We will be announcing this year's Challenge goal and matching gift opportunities later this summer and we cannot wait to see how many more patients and families we can support together. **Be on the lookout** for more information from us regarding the challenge on our social feeds and in your inbox.

So, how can you participate?

The easiest way is by making a donation during the 48-hour challenge on September 25th and 26th. Every gift makes a difference no matter the amount but in honor of September 26th, we encourage supporters to consider a gift of \$26, or even \$260 if they are able.

Another meaningful way to participate is by engaging your own network of friends, family, and community. Share the campaign on social media, invite others to donate, or create your own personal fundraising page in honor or memory of someone impacted by mesothelioma.



FUNDRAISING EVENTS

BRING AWARENESS IN YOUR COMMUNITY

Beyond the MAD Challenge, some of our community members go above and beyond by hosting [fundraising events](#) in their own cities and towns.

These events can be as simple or as elaborate as you would like.

[The possibilities are endless.](#)

Event examples:

- Game nights, Bunco parties, or Mahjong meetups
- Walkathon or 5k race
- Golf tournament or scramble
- Silent auction
- Nonprofit proceeds night at restaurants

We can help guide you through the process. We provide official fundraising letters for sponsors, Foundation marketing materials, swag items for attendees, and assistance with setting up fundraising pages when needed.

[Need more information?](#) Contact our third-party fundraising expert, Melissa David at mdavid@curemeso.org



SHARE, SHARE, SHARE

Sharing about Mesothelioma Awareness Day is the most important step.

Our goal is to change the understanding of mesothelioma and who it affects, to encourage more research and faster diagnosis and access to care.

Share on your social media accounts.

Post pictures wearing blue with your family.

Post about your proclamation or your pledge to the Challenge. Share your story with #MoreThanMeso.

Share by word of mouth to your friends, family, and community.

Tell everyone about your local restaurant night fundraiser.

Tell your story to others and encourage them to wear blue and spread awareness.

Share by contacting your local media.

Share your story and photos of how mesothelioma is affecting your family and your local community.

