

National Family Caregivers Month 2023

#CaregiversConnect

Sponsorship Opportunities



In 2021 and 2022, CAN's Social Media Reach for **#CaregivingHappens** and **#CaregiverAnd** during National Family Caregivers Month reached almost **250 million** people and NFC Month was featured in almost **20,000 media mentions**.

Funds raised for this campaign will also support Caregiver Action Network's core program of family caregiver programs and enable CAN to provide education and support to family caregivers free of charge.

#CaregiversConnect



Caregiver Action Network will launch a new digital campaign - **#CaregiversConnect** - in celebration of National Family Caregivers Month 2023. **#CaregiversConnect** is a campaign that will highlight the importance of connections, in an effort to combat caregiver isolation and promote self-identification – a priority identified in the National Strategy to Support Family Caregivers. **#CaregiversConnect** will engage underserved and disproportionately impacted communities throughout the campaign.

#CaregiversConnect will build on the success of the 2022 **#CaregivingHappens** campaign. During NFC Month 2023, the **#CaregiversConnect** campaign will feature videos and still images highlighting family caregivers from different walks of life and different identities, connecting around shared caregiving experiences.

You may start talking to another caregiver in the waiting room at the oncologist's office and share your experiences. You may connect with your co-worker and share experiences about balancing your work and caregiving. Or you could connect with other Alzheimer's caregivers at a support group at the community center.

All of this will build on the foundation that CAN connects family caregivers with information, resources, expertise, and even a listening ear, through the Caregiver Help Desk.

#CaregiversConnect will raise awareness of family caregivers as:

- a manager realizes their colleague may be late because he's picking up his wife from chemo.
- a neighbor brings over dinner for a friend who is caring for her father with advanced dementia.
- Peers in an online support group share information about a new clinical trial they enrolled their son in.
- policy makers recognize that caregivers are balancing a heavy load and need help.

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Plans for the Campaign

The **#CaregiversConnect** Campaign will be a national, digital campaign across multiple platforms during National Family Caregivers Month in November. With your help, Caregiver Action Network will leverage its social media digital strategy to reach millions. The reach of **#CaregiversConnect** will increase as campaign funding increases and may include a satellite media tour, **#CaregiversConnect on the Hill**, and other earned media opportunities. The campaign will expand CAN's outreach to patient advocacy groups and organizations engaging historically underserved and disproportionately impacted communities.

Caregivers will be encouraged to share their own **#CaregiversConnect** stories and will find links to resources for self-care on CAN's website.



Employers can promote the campaign internally to support their caregiving employees. Sponsors' employees can be encouraged to submit their own connection stories and CAN will convert those stories into a Campaign social media post. CAN will share that post with the sponsor and employee for the employee's personal use in social media and the sponsor's use internally to celebrate National Family Caregivers Month.

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The Videos

Caregiver Action Network will create and produce short videos that feature caregivers connecting around a common experience, whether that be their loved one's shared conditions, their shared experience around juggling work and caregiving, or their experiences advocating for their loved one.

#CaregiversConnect will utilize strong imagery and conversations to convey the complex topics and emotions that family caregivers face, including caregiver isolation, depression, and the need to connect and self-identify. Each video will be shared across CAN's social media channels including Facebook, Twitter, LinkedIn and Instagram.

For companies that support the campaign at the National Sponsor and Campaign Sponsor levels, CAN will create and produce videos with conversations built to emphasize key messages developed in partnership with the sponsor.



Graphics/Still Images



Sample Caption:

John and Ben are both caring for a child with Leukemia. They met through their employee resource group. Because Ben's son is newly diagnosed, John was able to connect him with Caregiver Help Desk, which helped him to find local support when his family was dealing with their daughter's diagnosis. Learn more at: <https://www.caregiveraction.org/helpdesk>

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Sponsorship Benefits

\$100,000 #CaregiversConnect National Sponsor

- Logo recognition on CaregiverAction.org as **National Sponsor**
- Logo recognition as a **National Family Caregivers Month National Sponsor**
- **#CaregiversConnect** Satellite Media Tour featuring CAN leadership radio and television interviews in 20 markets nationally
- CAN will create and produce **2 videos** with conversations built to emphasize key messages developed in partnership with the sponsor that will be featured in **12 targeted social media posts** across three platforms during November 2023.
- Twice monthly video posts December 2023 – June 2024
- Quote in CAN's **#CaregiversConnect** National Family Caregiver Month 2023 Press Release

\$50,000 Campaign Sponsor

- Logo recognition on CaregiverAction.org as a **Campaign Sponsor**
- Logo recognition as a **National Family Caregivers Month Sponsor**
- CAN will create and produce a **video** with a conversation built to emphasize a key message developed in partnership with the sponsor that will be featured in **12 targeted social media posts** across three platforms during November 2023.
- Twice monthly **#CaregiversConnect** social media posts from December 2023 – June 2024

\$30,000 Diamond

- Logo recognition on CaregiverAction.org as a **Diamond Sponsor**
- Logo recognition as a **National Family Caregivers Month Sponsor**
- **6 targeted #CaregiversConnect** social media posts across three platforms featuring images produced by CAN during November 2023.
- These social media posts will feature messages that relate to therapeutic areas or issues important to the sponsor.

\$25,000 Platinum

- Logo recognition on CaregiverAction.org as a **Platinum Sponsor**
- Logo recognition as a **National Family Caregivers Month Sponsor**
- **2 targeted #CaregiversConnect** social media posts across three platforms featuring images produced by CAN during November 2023
- These social media posts will feature messages that relate to therapeutic areas or issues important to the sponsor.

\$10,000 Gold

- Logo recognition on CaregiverAction.org as a **National Family Caregivers Month Sponsor**

\$5,000 Silver

- Recognition on CaregiverAction.org as "With Additional Support From"

\$1,000 Friend

- Recognition on CaregiverAction.org as "Friend"

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FREE #CaregiversConnect Partner

CAN will partner with hundreds of patient advocacy organizations to amplify the campaign.

Patient advocacy groups will be able to participate in the campaign for free as a **#CaregiversConnect Partner**. Patient Advocacy groups share that sponsor's **#CaregiversConnect** videos and posts, boosting the campaign even further.

- Recognition on CaregiverAction.org as one of CAN's valued partners who supports caregivers. (Only 501 c 3 organizations are eligible to be listed)
- #CaregiversConnect Partners agree to share or post CAN's #CaregiversConnect posts and tweets
- Listing includes organization name and hyperlink to partner's home page

Throughout November 2023 CAN will post social media messages that link to the National Family Caregivers Month Sponsors page and the #CaregiversConnect Partner's page.

Additional Sponsorship Opportunities Include:

\$70,000 Satellite Media Tour - In 2021, the #CaregiverAnd Satellite Media Tour had 892 airings in nearly 200 markets with an audience of more than 19 million!

\$30,000 **#CaregiversConnect on the Hill** - Hill Briefing

While it is theoretically possible that physicians may be in attendance at the #CaregiversConnect on the Hill event, physicians are not a target audience of this event and there are no efforts specifically to invite medical professionals. Please note that sponsorship funds CAN receives from non-pharma sponsors support catering costs. No funds from any pharmaceutical company are used for any food, meal, or beverage expenses.

Additional Customized Packages available upon request. To schedule a brainstorming call and ideation session to establish customized sponsorship opportunities, contact Chance Browning at cbrowning@caregiveraction.org.



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Thank You to the Past Sponsors of #CaregivingHappens, #CaregiverAnd, and *Creating the Voice*

Since 2012, we have been pleased to honor visionaries who have created a voice for family caregivers across the Nation.

- Acadia
- Allergan
- Alkermes
- American Cleaning Institute
- Astellas
- Bristol-Myers Squibb
- Capitol Counsel, LLP
- Care.com, Inc.
- Caregiver Homes
- CareLinx
- ChemoCentryx
- Clorox
- Consumer Healthcare Products Association
- Eisai
- Eli Lilly
- EMD Serono
- Forest Laboratories, Inc.
- Genentech
- Genzyme
- Great Call
- Healthline
- HouseWorks
- Invacare
- Jazz Pharmaceuticals
- Johnson & Johnson
- Kimberly-Clark
- Lotsa Helping Hands
- Merck
- Mitsubishi Pharma USA
- NCB Capital Impact
- Neurocrine Biosciences
- Novartis
- Otsuka
- Partnership for Quality Home Healthcare
- Pernix Therapeutics
- Pfizer, Inc.
- Philips Healthcare
- PhRMA
- Purdue Pharma
- Sage Communications
- Sage Therapeutics
- Sanofi Inc.
- Saturing, LLC
- Sunovion
- Teva
- The Takeda Oncology Company
- United Healthcare
- Verde Technologies

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National Family Caregivers Month

National Family Caregivers Month—celebrated each November—is a time to recognize and honor family caregivers across the country. Caregiver Action Network (the National Family Caregivers Association) began promoting national recognition of family caregivers in 1994. President Clinton signed the first National Family Caregivers Month Presidential Proclamation in 1997 and every president since has followed suit by issuing an annual proclamation recognizing and honoring family caregivers each November. Caregiver Action Network is the organization that chooses the theme for National Family Caregivers Month annually and spearheads the celebration of NFC Month nationally.

Each year, the theme and activities of National Family Caregivers Month have a broad reach, but we predict that this year's impact will be even more far-reaching. Caregiver Action Network promotes National Family Caregivers Month to:

- Media outlets nationwide, including CAN's list of journalists writing about caregiving
- Extensive social media audience
- Veterans' Administration Caregiver Coordinators
- American Agencies on Aging
- Administration for Community Living
- Patient Advocacy Groups
- Community Partners
- Corporate Leadership Council
- **Family Caregivers across the nation**

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CAN's Corporate Partnerships

CAN accepts financial support from corporations to increase the dissemination of information and education to family caregivers, the professionals and organizations that serve them, and the public. CAN employs corporate resources to develop, produce and implement CAN mission-related programs, materials, and activities.

Corporate partners must demonstrate a commitment to:

- ethical business practices
- safe products and/or services
- customer service and satisfaction
- employee health and well-being
- community service

Corporate partners should be able to demonstrate:

- a focus on reaching CAN's primary audiences
- a favorable image among key audiences
- a history of creating long-term partnerships with nonprofit organizations

CAN will not engage in corporate relationships with the following:

- Tobacco companies (This exclusion may not extend to otherwise qualified subsidiaries.)
- Companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe
- Companies with an unhealthy public positioning
- Companies with websites that display advertisements for pornographic websites (even if not under their direct control, such as with "banner exchange" services)

Additional criteria for exclusion *may* include:

- unfavorable reputation in the marketplace
- recent negative press
- current or pending legal investigations

CAN applies the following criteria when evaluating corporate relationships:

- **Independence:** CAN will exercise independent judgment in all its decision-making related to any corporate relationship.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the particular constituencies of CAN or the general public.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Consistency:** CAN will not enter into a relationship with a product or corporation that is inconsistent with CAN's principles, public positions, policies, or standards.
- **Privacy:** Corporations with which CAN has a relationship must agree to protect the privacy of CAN members who participate in any corporate-sponsored program and must agree not to sell the names of CAN members to another entity.
- **Endorsement:** As a general rule, CAN will not provide official endorsements of products or services, such as clear public statements from CAN attesting to the value of a particular product or service.

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Caregiver Action Network is the nation's leading family caregiver organization working to improve the quality of life for the more than 90 million Americans who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age. CAN serves a broad spectrum of family caregivers ranging from the parents of children with significant health needs, to the families and friends of wounded soldiers; from a young couple dealing with a diagnosis of MS, to adult children caring for parents with Alzheimer's disease. CAN (the National Family Caregivers Association) is a non-profit organization providing education, peer support, and resources to family caregivers across the country free of charge.

Sponsorship Payments:

Tax ID: 52-1780405

National Family Caregivers Association DBA Caregiver Action Network

Submit payments via ACH or by mail to:

Caregiver Action Network

1150 Connecticut Ave, NW

Suite 501

Washington, DC 20036

202-454-3970

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