The NBCC Board of Directors has approved the key grassroots mobilization strategies for 2014 as follows:

Research Survey

Project LEAD® graduates will receive training to conduct a survey of the breast cancer research community. Advocates will utilize interview tools and reporting mechanisms provided by NBCC in order to engage doctors and scientists in local hospitals, cancer centers, and other research facilities in the priorities of Breast Cancer Deadline 2020®: primary prevention and the causes and prevention of metastasis.

Breast Cancer Deadline 2020® Endorsements

Advocate leaders will undertake an expanded campaign to significantly grow the number of Organization Endorsements by soliciting nominations and conducting more direct follow-up.

Similarly, there will be an expanded campaign to garner Public Official Endorsements through targeted lists and other techniques.

In addition, advocates will begin seeking Researcher/Scientist Endorsements.

Local Deadline Roundtables

Advocates from around the country and across the globe will engage organizations, public officials, representatives of research institutions and other advocates in their city/region in a half-day event to discuss the local approach to Breast Cancer Deadline 2020® and the goal of ending breast cancer.

Local Activist Initiatives

Within each local community, NBCC advocates will initiate and implement grassroots activist actions to increase visibility and support for Breast Cancer Deadline 2020®.

In addition, NBCC supplies local leadership with sample OpEd templates and radio PSA scripts for increasing local visibility through media outreach.