Step Up for Patients Campaign Coalition Toolkit

During the lame-duck session of Congress, members of the Safe Step Coalition will be launching a comprehensive outreach campaign to pressure Congress to include the Safe Step Act in one of the legislative packages that will be voted on before the end of the year.

This toolkit provides resources you can use to promote this campaign to your email list and across your social media channels. Each item is customizable to highlight your organization's mission and focus area.

The exact launch date of this campaign will depend on how quickly Congress gets to work following the election. This timing could be impacted by the election results and/or any delays in naming the winner of the presidential election.

Any questions about the Step Up campaign can be directed to Erin McKeon from the Crohn's & Colitis Foundation at emckeon@crohnscolitisfoundation.org.

If you need original versions of any of the assets in this toolkit, please contact our grassroots advocacy consultant, Brian Rubenstein of Rubenstein Impact Group, at brian@rubensteinimpact.com.

Emails: General Recommendations

Subject line: Can be 45-60 characters in length. An iPhone will only show 32 characters. Desktops will show longer subject lines. The tone and style should be based on the performance of your previous email sends.

Pre-header: Optimal length is up to 100 characters while shorter pre-headers will show more completely on a mobile device.

Personalization: Include first name personalization at the beginning of the email as if you were writing a letter to a friend.

Signature: Emails should be sent from an individual – with an actual name – from your organization. They should not come from "The Advocacy Team" or the organization's name.

Testing: Before sending your email, be sure to send test versions and view them on a desktop and mobile device. Ideally, you'll send test messages to the most prevalent email providers, including Gmail, Yahoo and Outlook.

Email #1 to Volunteers – Step Up Social Media Activity

FirstName,

This is the best chance we've ever had!

And we have to act quickly.

We've learned that Congress is strongly considering voting on our bill that helps [disease] patients get more immediate access to the treatment their doctor recommends rather than first being forced to suffer through their health insurance company's preferred (cheaper) prescription.

Passing this bill – called the Safe Step Act - would be life-changing for tens of thousands of [disease] patients.

We are launching a new campaign to make clear to Congress that patients have waited long enough – it's time to pass this bill.

I need your help and I promise that it's easy to do:
1. Take a picture of yourself standing on a step. Any step will do.
2. Use our sample pre-written social media post (you can edit it) and post your picture to social media.

Our action page has everything you need. We even created a few placards you can print out at home and hold up in your picture. (Printing a placard is totally optional.)

Your steps can be anywhere - at home, in your office, inside or outside. The location doesn't matter. What does matter is getting your picture posted so we can pressure Congress to pass this important legislation.

We've been working for two years to pass this bill. If we don't get it done now then we will have to start all over next year.

Thank you,

StaffFirstName StaffLastName
StaffTitle

P.S. Unsure what to do? Our action page has all of the information you need to complete this action in less than five minutes.

Email #2 to Volunteers – Call Senator Schumer

FirstName,

This is very important.

One of our top priority bills - which would help tens of thousands of [disease] patients - is being needlessly held up in the U.S. Senate.

Today, we're joining with dozens of other health organizations to pressure Senate Majority Leader Chuck Schumer to pass this vital legislation now. If we don't pass the bill this month, we could have to wait two more years for an opportunity – delays that our patients can't afford.

Our legislation makes it easier and faster for people with [disease] to get the treatment their doctor recommends rather than being forced to first suffer through their health insurance company's preferred medication.

Do you have 30 seconds to leave a message with Senator Schumer's receptionist or on his voicemail asking him to allow a vote on our bill? I can assure you that his office closely monitors these calls and messages.

Our joint action page provides the Senator's office phone number and a sample script you can use for leaving your message. The call will take you less than one minute to complete but could have a huge impact on securing passage of this crucial bill.

It's time for [disease] patients to get the care they need.

Thank you for taking this quick action.

Staff Name
Staff Title

Facebook Posts

Facebook Post #1
URGENT: This is our best chance ever! Congress is considering voting on a life-changing bill for [disease] patients. We need you to take action. All you need to do is take a picture and post it to social media. Our action page has all the details. [Link to Action Page] #StepUpForPatients #SafeStepAct

Facebook Post #2
Your doctor – not health insurance companies – should decide what treatment is best for you. And we just learned the U.S. Senate might vote on our bill that helps make this a reality for [disease] patients. We need to apply pressure ASAP! Visit our action page to see the quick, easy action you can take now. [Link to Action Page] #StepUpForPatients #SafeStepAct

Instagram Posts

Instagram Post 1:
Step Up for [Disease] Patients! 📷 Take a picture standing on a step and post it to social media. Be sure to use our recommended content, tags and hashtags. Bonus points if you're holding our placard in your picture. Your photo can change lives. See our bio for how to take action. #StepUpForPatients #SafeStepAct

Instagram Post 2:
The U.S. Senate is needlessly preventing our bill from becoming law. Passing it would be a huge win for [disease] patients. Take action now and let's get this done. See our action page in the bio. #StepUpForPatients #SafeStepAct
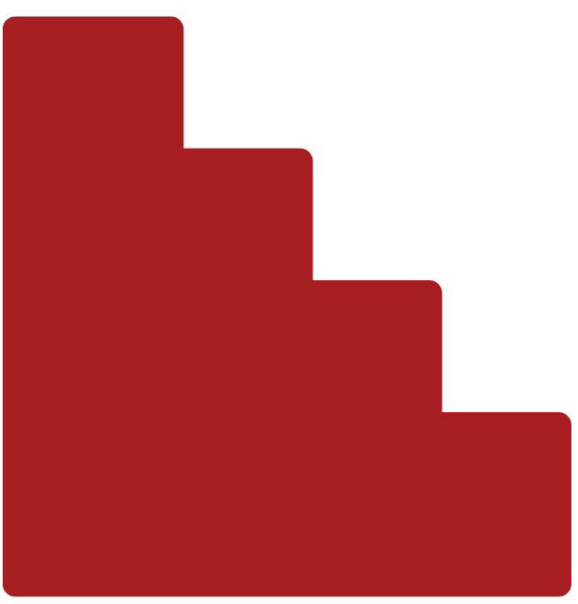
Tweets

Tweet 1:
Urgent: Help [disease] patients get better care faster! 📷 Snap a pic on steps, tag your reps, and tell the Senate to pass our bill. Your photo can change lives. Get started: [Short Link] #StepUpForPatients @SafeStepAct

Tweet 2:
Tell @SenSchumer to end delays and pass our bill helping [disease] patients get faster access to the care they need. Your action can help pass this life-changing bill. See how. [Short Link] #StepUpForPatients #SafeStepAct

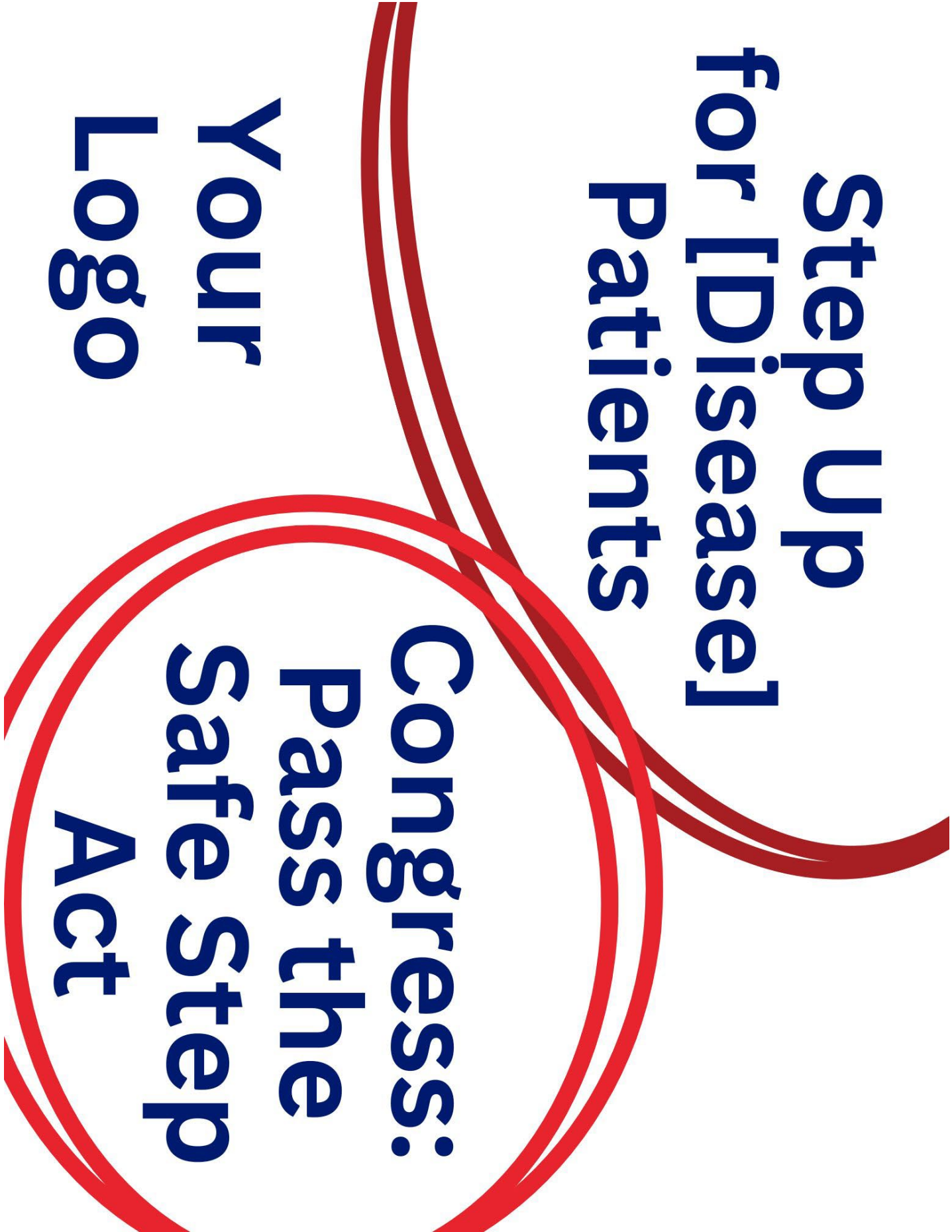# Congress: Step Up for [Disease] Patients

Pass the Safe Step Act!

[Your Logo]

PUT PATIENTS FIRST!

[Disease]
Treatment

Congress: Pass the Safe Step Act

[Your Logo]

Step Up
for [Disease]
Patients

Your
Logo

Congress:
Pass the
Safe Step
Act