

MAKE A PLEDGE TO CONQUER NF

CALLING ON COMMUNITY LEADERS AND ELECTED OFFICIALS TO PLEDGE THEIR SUPPORT DURING NF AWARENESS MONTH IN MAY.

Thank you for helping to spread awareness about neurofibromatosis (NF) in your community.

Obtaining a pledge from federal and state MPs, as well as local mayors or city councillors is a wonderful way to raise awareness of neurofibromatosis (NF).

Leading up to NF Awareness Month in May, we are empowering our community with the tools required to directly reach out to individuals in a position to drive positive change, advance further funding for research and advocate with us, to benefit everyone impacted by NF.

What is a pledge?

Definition: A solemn promise or undertaking.

A pledge from an elected official is the first step in bringing NF out of the shadows and recognising the impact this condition can have on a person and their family throughout their life. A pledge made by a government official has the power to initiate an open exchange of information that can lead to better treatment options and services.

A pledge has power, particularly when the request is made by the very person it affects most.
This May, YOU can help spark a conversation that has the power to change lives.

Why request a pledge in your state or city?

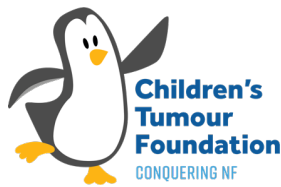
There are a number of reasons to reach out to a government or council official:

- Opportunity to meet/greet/photo with your local MP, Mayor and/or other representation
- Help your wider community recognise neurofibromatosis in an official capacity
- Creates a newsworthy, local story for your local news outlets
- Tell local NF Hero stories to new audiences

What we're asking you to do is rally your local, state or Federal parliament members to make a pledge, similar to the below.

"Today I make a pledge to acknowledge and support everyone impacted by neurofibromatosis (NF) in Australia in recognition of NF Awareness Month.

In acknowledgement of my pledge, I will wear the NF Ribbon during May to help increase the profile of this important cause, help others to know where they can seek support and advocate for positive change.



I will engage in activities that provide hope and support to members of the NF community, including encouraging and facilitating discussions with the Children's Tumour Foundation; the only dedicated support service for people impacted by NF in Australia".

(Full pledge can be downloaded separately)

What we want you to do

We are asking our community to send a personalised letter/email using our free downloadable templates to rally your local, state and federal parliament members to make a pledge to officially acknowledge the challenges faced by those impacted by NF.

It does not matter if leaders receive more than one invitation from our community to make a pledge, (in fact it would be great) as this activity will demonstrate the real need for members of parliament to take notice of people with NF.

Once the pledge has been made, the Children's Tumour Foundation has a real opportunity to go forward seeking a meeting with a signee to discuss real action, thanks to your efforts.

We hope you will see this opportunity as a chance for us to continue working together, influencing change-makers to join us as we work towards a life without limitations for everyone impacted by NF.

Steps to request a pledge

Visit your local government's website.

Most local, state and Federal websites will have a contact us section detailing email and postal addresses.

Plan ahead.

It is best practice to reach out at least one month prior to May. We will ask our community to get started as early as mid-March.

Download and send our FREE email or letter templates.

We will provide the resources you need to support your pledge request – you can add to the copy by sharing your personal connection to NF if you feel comfortable in doing so. Then you are ready to email or post your pledge request!

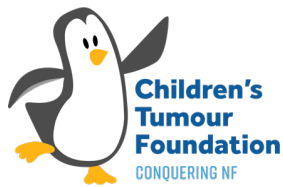
Keep us in the loop.

Let the Children's Tumour Foundation know that you have had success in securing someone to make a pledge, or any other response that you may have had. Even if the person you write to isn't able to make a pledge, you may have opened a door for us to keep the conversation going.

Email your progress to donna.samofal@ctf.org.au or [complete the form](#) on our website.

Celebrate your successful pledge.

We hope that you will be invited to an official pledge signing ceremony at a convenient location, perhaps a local park, or at the office of the person making the pledge.



This is a great opportunity to bring other members of your local NF community together for a photo and possible media opportunity – *this is not essential and does not have to be an event as such, it might just be you and your family meeting with the person making the pledge for a photo and handshake.*

Share your pledge.

Share your announcement, photos, videos, and other moments from receiving your pledge with the NF community by:

- Sharing on social media and tagging us **@ctfaustralia** with the hashtag **#conquernf**
- Emailing donna.samofal@ctf.org.au with clear, high-resolution photos

Please Let us know the names of everyone in the photos/videos and include an explanation of what took place in your community.

Tell the media!

Let us know the pledge is being made so that we can let your local media know and potentially match your event up with buildings up.

If you have any questions or need help to identify your local government official, please get in touch with us. Don't forget that to aim high. Premiers and Ministers for Health are also great candidates to reach out to.

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