



January 2024

Thank you for your interest in local Advocacy and helping spread Lupus Awareness! We are going to work together to get your City to declare May Lupus Awareness Month.

Step One: Contact your mayor and/or City Council - ask where you can send a proclamation request

We recommend doing this ASAP. Send the below email directly to the Mayor and/or City Council member, but they may direct you to another person to finalize the process.

Sample Email

Good afternoon *Mayor or City Council member NAME*,

My name is **INSERT NAME** and I am a lupus patient advocate working with the Lupus Foundation of Northern California, a non-profit organization, to spread Lupus Awareness in the community. In the past several years, different cities and counties have taken the time to recognize May as Lupus Awareness Month and May 10 as Lupus Awareness Day.

As a resident of Insert City or County, I am writing to see if the Insert City or County would formally recognize May as Lupus Awareness Month. This simple gesture would not impact the city fiscally, and would provide an enormous amount of awareness about this debilitating and incurable disease.

I have attached sample proclamation wording and would love to be able to attend a City Council meeting in person with other lupus patients and supporters this May.

Insert personal story/connection to about lupus

Thank you for your time!

Sincerely,

Step Two: Attend City Council Meeting

Almost always, the City will say yes.

Once they give you a date:

- please let us know
- ask your friends/family/others in the lupus community to come too. This is a special moment and they will want to be there.

If you can't go for some reason, please try to find someone to go to your place.

At the meeting, take photos! And make sure to share on social media that you are there. For instagram, twitter or other social channels use the hashtag #LupusAwarenessMonth, #LupusAwareness. For twitter you may need to only use one # which should be #LupusAwarenessMonth due to character limitations.

Please send us copies of the photos and we will run a special newsletter about the proclamations.

Step Three: PR

After the City Council Meeting, try to get the local paper or city blog to cover it. We can help you write a press release.

Please reach out to us if you have any questions or need help! We look forward to sharing your success in bringing awareness to lupus! You can reach us at Communications@lfnc.org or at 408-954-8600

Thank you for your support

The Lupus Foundation of Northern California