

Become an Army of Women Affiliate!

Be part of a team that is changing the future of breast cancer research...

As a Love/Avon Army of Women Affiliate, you will be letting one million women and countless researchers know that your organization is lending its support to an important new initiative to help us move beyond a cure to eradicate breast cancer once and for all. The Army of Women is a groundbreaking initiative that will partner women with breast cancer researchers to find the key to what causes breast cancer and take science beyond a cure to prevention. Women have taken personal action to raise millions of dollars by walking, running, and donating to the fight against breast cancer. These dollars have helped advance breast cancer treatment and move us closer to a cure. But there is still no PREVENTION. Now the Love/Avon Army of Women offers a singular new opportunity—a simple but revolutionary call to action for one million women of all ages and ethnicities to join the “Army” and be available to take part in the research that will help scientists understand the causes of breast cancer—and how to end it once and for all.

Sign up and become an affiliate. Your organization can help us reach one million women strong, working to eradicate breast cancer.

What happens when you become an Affiliate?

When you become an Affiliate, you will be letting your members and others know about our partnership. Below are the action items we ask of our Affiliates:

1. You will send a newsletter to your members informing them of our new partnership. The newsletter will explain to your members what the Army of Women has set out to accomplish and will encourage them to sign-up. We can help you write the article!
2. If possible, you will issue a press release that you can send to your local media that announces your new status as an Army of Women Affiliate. We have a pre-written press release template that we are more than happy to send to you.
3. You will include the Army of Women logo and link to www.armyofwomen.org either on your home page or under ‘partners’/’affiliates’ section, whichever is more appropriate.
4. If you have a Facebook page, you will include the Army of Women logo and link on your Facebook page.
5. If you have a Twitter account, you will tweet about us.
6. You will share our PSAs with your members.

As an Affiliate, you will NOT be required to share your mailing list or database with the Army of Women, and you will NOT be required to assist the Army of Women in any fundraising efforts.

What can the Army of Women do for our Affiliates?

Once we receive notification of above-mentioned announcement (s), we will do the following:



Questions? affiliates@armyofwomen.org
(866) 569-0388

1. We will post your link on the Army of Women Affiliates page.
2. We will spotlight your organization in one of our monthly updates that reaches over 270,000 members (and growing everyday!).
3. If your organization issues a press release and sends out a newsletter/eblast, we will also twitter about your organization.
4. If your organization issues a press release and sends out a newsletter/eblast, we will also spotlight you in our blog that reaches 270,000 members.

Ready for your organization to become an Army of Women Affiliate?

1. Complete the Affiliate form.
2. Send the completed Affiliate form to our Community Outreach Specialist, Hedi Jalon at: hedi.jalon@dslrf.org.
3. Once application is received, Hedi will contact you with additional information.
4. Post the Army of Women logo and link on your site.
5. Please send notification of all ad placement, newsletters, articles and press releases to hedi.jalon@dslrf.org

Sign Up Today and be THE ONE to help us reach ONE MILLION!



Affiliates Form

Be part of the team that is changing the future of breast cancer research!

Organization / Company Name	
Mission/ Purpose	
Address	
Contact Name	
Contact e-mail	
Contact Phone	
Method of communication to members (check all that apply)	<input type="checkbox"/> Electronic newsletters <input type="checkbox"/> Hardcopy newsletters <input type="checkbox"/> Events <input type="checkbox"/> Other <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/>
Number of members in database	
Sending press release to announce Army of Women affiliation	<input type="checkbox"/> YES <input type="checkbox"/> NO
Link to your organization to be listed on AOW website	
How did you hear about the Army of Women	

**Please return this form via email to affiliates@armyofwomen.org or mail to
Army of Women 2811 Wilshire Blvd. #500 Santa Monica, CA 90403**