

Suggested Talking Points for Rally Participants

INTRODUCTIONS

- Name
- Which organization you are representing – e.g., *I work with the Deadliest Cancers Coalition.*
- Geography – e.g., *I live off of Wurzbach in San Antonio, Texas*
- If there's time, one sentence about why you are participating in the Rally – e.g., *I am participating today because my mother is a two-time cancer survivor.*

MAKING THE CASE

- Group leaders will be making the asks, which can be found [here](#). Here's a handy graphic to give you a visual reminder about the asks:



- As a participant, YOUR STORY is the most potent tool. Don't forget to fill out your ["I Rally for" Sign](#) and use it in your meetings and in social media.
- Make it memorable but keep it short to allow others in your group time to share their stories.
- Keep in mind that most meetings will be around 15 minutes long.
- You can also bolster your story by referencing one or two statistics about the disease or condition you are representing. Be careful though of using too many statistics. Your story should be your focus!

- The [NIH One-Pager](#) has statistics on the importance of NIH funding for medical research and for the economy.
- The [FASEB state fact sheets](#) also have additional information about the importance of medical research in your state. Just click on your state and select the “NIH State Fact Sheet.”

Dealing with PUSHBACK

- Group leaders will generally respond to any pushback from members of Congress or staff in your meeting.
- One argument that you may hear from some offices is a concern about overall spending levels. We understand that concern and certainly appreciate the difficult times that we currently live in.
- However, we also know that NIH funding has been proven to help the economy by supporting jobs in communities throughout the country.
- Providing appropriate funding to the NIH is also critical to not only fighting COVID, but also to ensuring that we have a healthy workforce post-COVID to help rebuild the economy.
- The threat of COVID will recede at some point and so we still need “regular” medical research funding to reduce death and suffering from the myriad of conditions Americans faced before COVID, are continuing to face during the pandemic, and will continue to face in the future unless we find new treatments and early detection tools.

RESOURCES, including links to all of the documents listed above and videos showing sample meetings, are available at

<https://rallyformedicalresearch.org/rallyparticipantinformation/>