



CAC2
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CHILDHOOD CANCER



Working *together* today for a future without childhood cancers.





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ABOUT GOLD SEPTEMBER

September is Childhood Cancer Awareness Month, and CAC2 is inviting members, partners and communities to help turn the world gold.

Inspired by CAC2's Gold Awareness Project, Gold September provides an opportunity to raise awareness, share trusted information, engage communities and highlight the many ways people across the childhood cancer community are working to improve the lives of children, families and survivors.

This year, CAC2 is highlighting all five of its focus areas:

Advocacy

Awareness

Research & Treatment

Family Support

Survivorship

Each represents a different part of the childhood cancer experience, but they are connected by one shared goal:

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WHO IS CAC2?

CAC2, the Coalition Against Childhood Cancer, brings together nonprofits, corporations, advocates, researchers, caregivers, survivors, families and individuals from across the childhood cancer community.

Our members represent different missions, areas of expertise and lived experiences. Some focus on research. Others advocate for policy change, support families, raise awareness or serve survivors.

That diversity is one of CAC2's greatest strengths.

By bringing people and organizations together, CAC2 creates opportunities to share knowledge, coordinate action, amplify important work, build stronger resources and help members accomplish more together.

WHY A COALITION?

Childhood cancer is complex.

No single organization can address every challenge faced by children, families and survivors. That is where the power of a coalition matters.

Different strengths. Shared purpose. Greater impact.

CAC2 members do not all have to do the same work to work toward the same future.

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GOLD SEPTEMBER 2026

Five Focus Areas. *One Shared Mission.*

Turn the World GOLD. Share the Facts. Take Action.

Gold September is about more than changing a profile photo or wearing a gold ribbon.

It is an opportunity to:

- Increase awareness
- Share trusted childhood cancer facts
- Advocate for change
- Highlight research and treatment
- Connect families with resources
- Recognize survivors and their long-term needs
- Amplify the work of CAC2 members
- Engage schools, businesses and communities
- Inspire meaningful action

Every action adds another voice.

Together, those voices make the childhood cancer community harder to ignore.

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How Members Can Use This Toolkit

Use as much or as little as works for your organization.

This toolkit is designed to make Childhood Cancer Awareness Month easier, not add more work to your plate. Pick the resources that fit your organization, audience and September plans.

You can use one resource, build an entire campaign from the toolkit or simply follow CAC2 on social media and share our Turn the World Gold posts throughout the month.

Choose what works for you

- Copy and customize ready-to-use social media captions
- Download and share graphics from the Multipurpose Graphic Library
- Share CAC2 Fact Library statistics and educational content
- Add a Turn the World Gold banner to your email signature
- Use Turn the World Gold backgrounds for virtual meetings
- Add Turn the World Gold messaging or graphics to your website
- Include Childhood Cancer Awareness Month content in your newsletter or emails
- Highlight your organization's mission within one or more CAC2 focus areas
- Feature families, survivors, advocates, researchers or volunteers
- Invite businesses, schools and community partners to Turn the World Gold
- Request a [Childhood Cancer Awareness Month proclamation](#)
- Promote advocacy opportunities
- Cross-promote and celebrate the work of other CAC2 members

Want to keep it even simpler?

Follow CAC2 throughout September and like, share or repost the content we publish. Every share helps extend the reach of Childhood Cancer Awareness Month and amplify the collective work of our community. There is no one right way to participate. Choose what works for you and help us Turn the World Gold.

[Full Google Drive for All Turn the World Gold resources](#)





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Social Media Copy + Graphics

Make it easy to help Turn the World Gold this September. Access ready-to-use social media captions and coordinating graphics that CAC2 members can share as-is or customize to reflect their own organization, mission and community.

Best for:

Facebook, Instagram, LinkedIn and other social channels

Topics include:

- Childhood cancer awareness and key facts
- The power of the CAC2 coalition
- Proud to Be a CAC2 Member
- CAC2 focus areas and member impact
- Research and treatment
- Family support and resources
- Survivorship and long-term needs
- Advocacy and opportunities to take action
- Community and business engagement
- Turn the World Gold calls to action

Linked Here:

[Full Google Drive for All Turn the World Gold resources](#)

[Social Media Copy Bank Document](#)

[Social Media Graphic Library](#)

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Email Copy + Graphics

Bring Gold September directly to your organization's supporters, members, donors and partners with ready-to-use email content. Use a full message, pull individual sections into an existing email or customize the copy to highlight your organization's work.

Best for:

Member emails, supporter communications, donor outreach and organizational email campaigns

Topics include:

- Introducing Childhood Cancer Awareness Month
- Turn the World Gold campaign messaging
- Childhood cancer facts and awareness
- CAC2 and the power of collaboration
- Ways supporters can get involved
- Advocacy and action opportunities
- CAC2 focus areas
- Member impact and mission
- Calls to share, advocate and Turn the World GOLD

Linked Here:

[Full Google Drive for All Turn the World Gold resources](#)

[Email Copy Bank Document](#)

[Email Header Graphic Library](#)

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Website + Newsletter Content

Extend Gold September beyond social media with ready-to-use content for your website and newsletters. Copy can be used as-is, shortened or paired with your own organization's stories, programs and calls to action.

Best for:

Websites, blog pages, digital newsletters, member newsletters and organizational updates

Topics include:

- Childhood Cancer Awareness Month
- Turn the World Gold
- Childhood cancer facts
- CAC2's mission and coalition
- Why collaboration matters
- CAC2 focus areas
- Ways to Turn the World GOLD
- Advocacy opportunities
- Member programs and resources

Linked Here:

[Full Google Drive for All Turn the World Gold resources](#)

[Website/Newsletter Copy Bank Document](#)

[Multipurpose Graphic Library](#)

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CAC2 Facts + Awareness Graphics

Trusted information can be one of the most powerful awareness tools. Use CAC2 Fact Library statistics and ready-to-share graphics to educate your audience about childhood cancer, its impact and the ongoing need for research, resources and action.

Best for:

Social media, presentations, newsletters, websites, emails and educational outreach

Topics include:

- Childhood cancer statistics
- Diagnosis and treatment
- Research
- Survivorship
- Long-term effects
- Family impact
- Resources and support
- Awareness and advocacy

Linked Here:

[Full Google Drive for All Turn the World Gold resources](#)

[Facts/Awareness Copy Bank Document](#)

[Facts/Awareness Graphic Library](#)

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Proud to Be a CAC2 Member

Gold September is also an opportunity to show what it means to be part of a coalition working together for children and families. Use these materials to celebrate your CAC2 membership and help your community understand why collaboration across childhood cancer organizations matters.

Best for:

Social media, websites, newsletters, board communications and member outreach

Topics include:

- Proud to Be a CAC2 Member
- Why our organization belongs to CAC2
- The power of coalition
- Working together instead of working alone
- Amplifying member organizations
- Connecting families, advocates, researchers and nonprofits
- Collective impact across childhood cancer

Linked Here:

[Full Google Drive for All Turn the World Gold resources](#)

[Proud to be a CAC2 member Copy Bank Document](#)

[Multipurpose Graphic Library](#)

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Turn the World Gold Campaign Graphics

Give your organization an easy, recognizable way to participate in the campaign. These graphics can be used throughout September alongside your own branding, stories and Gold September activities.

Best for:

Social media, websites, emails, newsletters, events and digital communications

Graphics include:

- Turn the World Gold campaign graphics
- General Gold September graphics
- Childhood Cancer Awareness Month graphics
- Calls to Turn the World GOLD
- Awareness graphics
- Shareable campaign graphics
- Coordinating digital assets

Full Google Drive for All Turn the World Gold resources

Turn the World Gold Copy Bank Document

Multipurpose Graphic Library

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Email Signature Banner

Make every email an opportunity to raise awareness during September. Add a Turn the World Gold banner to your organization's email signatures and invite staff, board members and volunteers to do the same.

Best for: Staff, board members, volunteers and organizational email accounts
Resources include:

- Turn the World Gold email signature banners
- Childhood Cancer Awareness Month messaging
- Campaign call-to-action options

Full Google Drive for All Turn the World Gold resources

Email Signature Graphics, Wording & Instructions

Virtual Meeting Backgrounds

Bring Gold September into the meetings and conversations already happening throughout the month. CAC2 virtual backgrounds offer a simple way for staff, board members, volunteers and supporters to raise awareness wherever they meet online.

Best for:
Zoom, Microsoft Teams, Google Meet, webinars and virtual events
Resources include:

- Turn the World Gold backgrounds
- CAC2-branded Gold September backgrounds
- Childhood Cancer Awareness Month backgrounds

Full Google Drive for All Turn the World Gold resources

Virtual Meeting Graphics, Wording & Instructions

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LET'S TURN THE WORLD GOLD, TOGETHER.

This toolkit is only the beginning.

Every post shared, fact amplified, conversation started and community engaged helps bring greater visibility to childhood cancer and the people working every day to make a difference.

SHARE YOUR GOLD

Using something from this toolkit? Tag CAC2 so we can see what you're doing, celebrate your participation and help amplify your content across the childhood cancer community.

Follow CAC2 on social media throughout September for campaign content, member spotlights, facts, resources and easy-to-share posts.



Follow + Tag CAC2



SUPPORT EACH OTHER

One of the greatest strengths of CAC2 is our *community*.

Follow fellow CAC2 members. Share their work. Celebrate their wins. Amplify their resources, research, advocacy and stories.

We don't all have to do the same work to work toward the same future.

Different strengths. Shared purpose. Greater impact.

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SHARE THE TOOLKIT

Know a staff member, board member, volunteer, partner, school, business or community leader who could use these resources? [Send them the toolkit.](#)

The easier we make it for others to participate, the farther our collective message can reach.

[Full Google Drive for All Turn the World Gold resources](#)

NOT A CAC2 MEMBER YET?

If your organization or work supports the childhood cancer community, there may be a place for you at CAC2.

Join a coalition of nonprofits, advocates, researchers, healthcare professionals, survivors, families, corporations and individuals working across:

[Advocacy](#) | [Awareness](#) | [Research & Treatment](#) | [Family Support](#) | [Survivorship](#)

Connect with others. Share expertise. Amplify important work. Help strengthen the childhood cancer community.

[LEARN MORE ABOUT CAC2](#)

THANK YOU FOR HELPING TURN THE WORLD GOLD.

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