



# RISE & RALLY'S REQUEST A MONUMENT LIGHTING GUIDE

Raising awareness about chronic, complex, and rare diseases is crucial for driving progress in healthcare support and resources. One powerful way to do this is by requesting a monument lighting. Monument lightings serve as a visual symbol to draw attention to important causes, educate the public, and honor those navigating these challenges daily.

## Steps to Create Your Monument Lighting Request One-Pager Using Our Template

### Step 1: Determine Your Cause

Before diving into the process of requesting a monument lighting, you'll need to decide the focus of your advocacy efforts.

You have a few options:

- Raise awareness for your specific medical condition
- Raise awareness about the issues and causes we advocate for at Rise & Rally on chronic, complex, and rare disease advocacy and healthcare reform
- Both (you would just need to make sure that the awareness day for your specific condition and the awareness day for Rise & Rally are different)

### Step 2: Choose a Monument

Once you've decided on the focus of your advocacy, whether it's for a specific medical condition or for Rise & Rally's broader mission of chronic, complex, and rare disease advocacy and healthcare reform, it's time to select the monument you'll be requesting to illuminate. Consider landmarks located in areas near you that do typically host lighting requests such as well-known bridges, City Halls, or waterfalls.

- Select a monument that typically hosts lighting requests
- Consider well-known landmarks near you



### Step 3: Fill Out the Template

We want to help make this as easy for you to do as possible which is why we created some templates that you can use to help make it happen! The main templates you will want to use is our email template and our formal asking template which is a PDF you can edit and attach to your email.

Before reaching out to someone about your lighting request, you'll need to fill out these templates so you have them ready to go when you make contact. Some basic things you will need to know for these templates include the name and address of the monument you are requesting, the lighting color HEX code they will need to get the right color and the date/time-frame you are requesting.

- Use our email template and formal asking template (editable PDF)
- Gather the name and address of the monument, lighting color HEX code, and requested date/time-frame

### Step 4: Submit the Request

A few months before (or maybe longer depending on how far in advance the monument plans ahead), reach out to the number you find on the monument's site and ask for the designated contact person responsible for handling lighting requests. Try to get their name, number, and email if possible. Talking to them on the phone and then sending the email request after is ideal so they know it is coming and can be working on it, but if they don't answer, send them the email and try to call a few days later if you receive no response.

- Reach out a few months in advance
- Find the designated contact person on the monument's site
- Call to get their contact details and follow up with an email request

### Step 5: Plan an Event (Optional)

Planning an event around the lighting ceremony can amplify the impact of your advocacy efforts and foster community engagement. Whether it's a small gathering or a larger-scale event, leveraging the ceremony as a focal point can help raise further awareness for your cause!

By coordinating an event alongside the lighting ceremony, you can maximize visibility and momentum, driving meaningful change and advancing your advocacy goals within your community! It doesn't need to be a big event by any means (unless you want it to be), but since we know it can sometimes be hard to think of ideas, we have provided some towards the end of this page.

- Plan an event to amplify your advocacy efforts
- Coordinate a small gathering or larger-scale event

Use the ceremony as a focal point for raising awareness



### **Step 6: Consider Requesting a Proclamation (Optional)**

A proclamation is an official declaration issued by a governing body, such as a city council or state legislature, to commemorate a specific event, cause, or group. It serves as a formal recognition and endorsement of the significance of the subject matter, often accompanied by a call to action or public awareness campaign. You can request a proclamation for your specific disease awareness day/month or for Rise & Rally's Chronic, Complex, and Rare Disease Awareness Day/Month by reaching out to your local government officials or representatives. We have attached the templates you need below and you can find the instructions as to how to go about this here.

- Request a proclamation from local government officials
- Use our templates and follow the provided instructions

### **Step 7: Notify Media Outlets (Optional)**

Notifying media outlets is crucial to maximizing the impact of your lighting event and raising awareness for your cause. One of the most effective ways to do this is through a press release, a formal statement sent to journalists and media organizations to announce news or events. Press releases provide essential details about the event, such as its purpose, date, location, and significance, in a concise and compelling format. They also offer journalists quotes, background information, and contact details for further inquiries. To simplify the process, we offer customizable press release templates that you can tailor to your event and cause. You can learn more about how to send off and who to send press releases here.

- Notify media outlets via a press release
- Use our customizable press release templates

### **Step 8: Notify Us & Receive Your Rise & Rally Pin**

Once you have secured approval for your monument lighting event, please inform us of the date, location, and purpose of the event, along with any relevant details we should know by filling out the form here. This will allow us to promote your event on our website, social media channels, and other platforms to maximize its visibility and impact! BONUS: If you choose to take do one of the optional activities (the ones in purple), such as organizing an event, requesting a proclamation, or engaging with media outlets, please be sure to indicate this on the notification form linked above and we will send you a complimentary Rise & Rally official pin to wear during your event, interviews, or proclamation ceremony!

- Inform us about your approved monument lighting event
- Fill out the form on our website
- Receive a complimentary Rise & Rally pin if you engage in optional activities



### Step 9: Attend The Event

Yay! Time to attend the lighting! This is an exciting event and we highly recommend inviting whoever you can to come with you and/or to attend your event if you have one. We also recommend wearing Rise & Rally apparel (shop here) and your complimentary Rise & Rally pin (see point 8) if you have it so that other Rise & Rally members, the news crew or any others wanting to come learn more and celebrate to easily identify you! We usually recommend arriving early so be sure to check when sunset is and arrive maybe an hour or so before that as they usually light up after sunset, but each specific monument site has their own way of doing things so be sure to check with them before hand. Once it is dark and lit up be sure to take pictures individual and group photos with all who attended! These photos can be used in newspaper articles, for your own advocacy and for us to share with our audience about your great accomplishment!

- Invite others and attend the event
- Wear Rise & Rally apparel and pin
- Arrive early and take photos

### Step 10: Share Photos & Summary With Us

We put our heart and soul into supporting our members, and there's nothing more rewarding than celebrating their victories with our community! That's why we're reaching out to you to share your photos, any news segments, or articles featuring the event, along with a detailed summary of the occasion. Your contributions help us amplify your advocacy efforts and inspire others to join the cause. It's also a great opportunity to recognize your unwavering dedication to raising awareness for chronic, complex, and rare diseases. We're eagerly anticipating the chance to showcase your event on our social media platforms and commemorate your achievements together with the entire Rise & Rally community! You can submit those photos here!

- Share photos, news segments, and event summaries with us
- Submit them via the provided link

## TEMPLATES FOR YOUR USE

**We have created a variety of templates to assist you:**

- Request a Lighting for Rise & Rally's Chronic, Complex & Rare Disease Awareness Day Template
- Press Release for a Lighting for Rise & Rally's Chronic, Complex & Rare Disease Awareness Day Template
- Lighting for Rise & Rally's Chronic, Complex & Rare Disease Awareness Day Event Info Invite Template
- Request a Lighting for Your Specific Condition Template
- Press Release for a Lighting for Your Specific Condition Template
- Lighting for Your Specific Condition Event Info Invite Template