

**RISE &
RALLY**

MEDIA KIT





ABOUT RISE & RALLY

“Rise & Rally: Chronic, Complex And Rare Disease Advocacy And Healthcare Reform” is a 501(c)(3) non-profit organization on a mission to fix the broken systems and break down the barriers that impede the care of individuals with chronic, complex, or rare conditions and the physicians who are trying to help them.

Through targeted initiatives such as patient advocacy, community engagement, the “All Voices” podcast, the Rise & Rally YouTube Channel, our curated collection of free resources, the Road To Reform Program, as well as through collaboration and strategic partnerships, we equip patients, caregivers, allies, medical educators & students, researchers, healthcare providers, and policymakers with the tools and resources needed to drive the systemic change essential for these communities.

In our efforts to create lasting change, we acknowledge the immediate challenges faced by patients, providers, and caregivers within the current healthcare system and strive to provide practical solutions and support to navigate these obstacles effectively. That’s why we work to also advocate for policies to be enacted now to make the care, management and treatment of those in these communities more accessible, affordable and practical.

It’s our hope that by advocating for change in the short and long term, we will be able to create a healthcare system that truly serves all involved – especially those in these communities who use it most. We believe that together we can rise, rally, reform, and really make a difference for those in our community & healthcare system!

WHAT WE DO

Our approach to chronic, complex, and rare disease advocacy and healthcare reform is built on three core pillars:

EDUCATE

Education is the foundation of our advocacy efforts. We focus on increasing awareness of chronic, complex, and rare conditions and the systemic barriers affecting patients and healthcare providers.

- Workshops & Webinars: Hosting events on various topics related to chronic, complex, and rare diseases.
- Informational Materials: Offering brochures, fact sheets, and educational videos.
- Community Outreach: Engaging with local communities through health fairs and awareness campaigns.
- Collaborations: Partnering with healthcare professionals, researchers, and patient advocacy organizations.

EQUIP

We provide the knowledge, resources, and skills needed for effective healthcare advocacy.

- Training Programs: Offering sessions on advocacy strategies, policy analysis, and grassroots organizing.
- Online Resources: Providing toolkits, guides, and informational resources.
- Mentorship: Connecting individuals with experienced advocates for personalized support.
- Collaboration: Encouraging the exchange of ideas and best practices within our community.

EMPOWER

Empowerment transforms knowledge and resources into actionable change.

- Advocacy Campaigns: Leading initiatives like petition drives and social media activism.
- Support Networks: Creating forums and mentorship programs for shared experiences and mutual support.
- Leadership Development: Offering training for leadership roles within Rise & Rally or the community.
- Policy Advocacy: Advocating for policy changes and systemic reforms.



HOW WE DO IT & HOW TO GET INVOLVED

Road To Reform Program: This comprehensive program provides education on healthcare policies and advocacy strategies, equipping individuals to drive systemic change.

"All Voices" Podcast: This platform amplifies the stories and experiences of individuals within our community, fostering awareness and empathy.

Rise & Rally YouTube Channel: Featuring videos that educate, inspire, and inform on topics related to chronic, complex, and rare diseases and healthcare advocacy.

Our Shop: Offering a range of products that raise awareness and support our mission, including chronic illness awareness apparel and advocacy tools.

Our Events: Hosting workshops, webinars, and community outreach events to educate, equip, and empower our community.

Our "Risers" Volunteer Program: Engaging volunteers in various activities to support our mission and initiatives, providing opportunities for meaningful involvement.

Our "Ralliers" Ambassador Program: Empowering individuals to represent Rise & Rally, spreading awareness and driving advocacy efforts within their communities.

Our Speaking Engagements: Participating in conferences, panels, and other speaking opportunities to share our insights and advocate for systemic change.

Our Partnerships: Collaborating with other organizations, healthcare providers, researchers, and policymakers to enhance our impact and drive collective action.



HOW WE DO IT & HOW TO GET INVOLVED

Our Blog: Providing informative articles, personal stories, and updates on advocacy efforts to keep our community informed and engaged.

Our Resources: Offering a curated collection of guides, toolkits, and educational materials to support effective advocacy.

Our Rise & Rally Representative Meetings: Regular meetings to connect with community members, discuss ongoing initiatives, and plan future advocacy efforts.

Social Media: Engaging with our community on Instagram, TikTok, and other social platforms to raise awareness, share stories, and promote advocacy efforts.

Our Rally Report Newsletter: Keeping our community informed with the latest news, updates, and opportunities to get involved in our advocacy efforts.

Our Fundraisers: Organizing fundraising events and campaigns to support our mission and initiatives, providing critical resources for our advocacy work.

By utilizing these strategies and programs, Rise & Rally effectively addresses the systemic challenges faced by individuals with chronic, complex, or rare conditions and the healthcare professionals who support them.

Together, we educate, equip, and empower our community to drive meaningful and lasting change.





LET'S GET CONNECTED

At Rise & Rally, we believe that connection is the cornerstone of effective advocacy and community support. We invite you to join our vibrant and engaged community by connecting with us across our various platforms. Whether it's following our updates on social media, subscribing to our Rally Report newsletter, or tuning into our "All Voices" podcast and YouTube channel, there are numerous ways to stay informed, get involved, and make a difference.

By staying connected with Rise & Rally, you'll gain access to valuable resources, stay updated on our latest initiatives, and find opportunities to participate in our events, fundraisers, and volunteer programs. Together, we can rise, rally, and create a healthcare system that truly serves us all. We hope you will join us!



[**CLICK TO GET STARTED**](#)