



Awareness Month Campaign: It Starts With Asking

Campaign Overview:

It Starts With Asking is our Awareness Month campaign focused on small, meaningful actions. Asking one place in your everyday life to help spread awareness.

When a business, workplace, or community space says yes to posting a flyer or sharing information, awareness gains a place to live. Throughout the month, we encourage you to share photos of where awareness lives - locations where you asked and someone else agreed to help spread the word.

How It Works

- Participants are encouraged to share one photo per week on social media during Awareness Month.

Each photo should show:

- A real place in your community where permission was given
- The informational flyer

Participants tag **Cholangiocarcinoma Foundation** and use **#ItStartsWithAsking**.

Submissions may be reposted on our main social media accounts to highlight participation and build momentum.



Weekly Themes:

Week 1: Community Spaces

Focus on places where people naturally gather, pause, or spend time.

Here are some possibilities:

- Libraries
- Community centers
- Faith-based spaces
- Parks or recreation centers
- Apartment common areas

Suggested caption prompt:

“I asked if this space would help spread awareness, and they said yes. This is one place where awareness lives.”

Week 2: Unexpected Places

Encourage creativity and visibility in places people may not expect.

Examples may include:

- Laundromats
- Community fridges
- Apartment mailrooms
- Trail kiosks

Suggested caption prompt:

“I did not expect awareness to show up here, but it did because I was willing to ask.”



Week 3: Workplaces or Schools

Highlight places where people spend a large part of their day.

Examples may include:

- Office break rooms
- Bulletin boards
- Teacher lounges
- Student centers
- Shared office buildings

Suggested caption prompt:

“I wanted awareness to show up where conversations can start. I asked, and this place said yes.”

Week 4: Keep Asking

Awareness Month may end, but the asking does not.

During the final week of Awareness Month, participants are encouraged to post a flyer at a place where awareness will continue.

This may include a place that:

- Is hosting a give back night during the final week
- Lit their building green earlier in the month and is continuing their support
- Displayed signage or shared awareness materials

Suggested caption prompt:

“I chose this place because they are hosting a give back night this week to support Awareness Month. Awareness Month may end, but the asking does not, and this is one way our community keeps showing up.”

Helpful Reminders

- Please ask permission before posting flyers.
- Download the flyer [here](#)
- One ask can lead to one yes and one new place where awareness lives.
- Small actions matter and add up.