



HELP US
CURE MELANOMA

Advocate Toolkit

Advancing Discoveries,
Changing Lives, Curing Melanoma



HELP US CURE MELANOMA Advocate Toolkit

Melanoma
Research Alliance

Our Mission

The Melanoma Research Alliance (MRA) is solely dedicated to funding and advancing the most innovative and promising melanoma research.

Our mission is clear and guides us every day:

MRA is dedicated to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas.



100%
OF DONATIONS TO MRA SUPPORT
MELANOMA RESEARCH

LARGEST NON-PROFIT FUNDER

MRA is the largest private non-profit funder of melanoma research in the world thanks to our streamlined mission.

EVERY MAJOR BREAKTHROUGH

MRA-funded researchers have been at the forefront of every breakthrough in melanoma research since our founding.

YOUR INVESTMENT GOES FURTHER

100% of all donations go directly to support MRA's scientific program — without any admin, development, or other fees.

GIVE WITH CONFIDENCE

MRA has been recognized with Charity Navigator's Highest Four-Star Rating and maintains a Platinum Seal of Transparency on Guidestar.

Melanoma Research in Action

Advancing Discoveries, Changing Lives, Curing Melanoma



MRA supported
research...

at **165** institutions
& in **19** countries

225+

unique therapeutic
approaches studied

61

clinical trials
supported

19

approved
therapeutics

\$200

million in grants

\$500+

million in leveraged and
follow-on funding

565+

research projects
supported

500+

funded
investigators

HELP US CURE MELANOMA

Advocate Toolkit

Melanoma 101



Melanoma is a cancer of pigment producing-cells called melanocytes. These cells give each of us our unique skin color. Most melanomas originate on sun-exposed skin, though they can also develop in other parts of the body containing melanocytes, including the eyes and sun-shielded locations like mucous membranes or palms, soles, or under nails.

Unlike more common skin cancers like basal cell carcinoma and squamous cell carcinoma, melanoma is more likely to spread to other parts of the body making it harder to detect and treat.

Going Deeper...



**112,000+
PEOPLE IN 2026**

Melanoma of the skin (cutaneous) is one of the most common cancers in the United States – among the top 10 causes of new cancer cases. In the US, 112,000 Americans are estimated to be diagnosed with invasive melanoma in 2026.



**COMMON IN
YOUNG WOMEN**

The average American with melanoma is 63 years old, but melanoma is increasingly diagnosed in young women (20-40 years old) and is one of the most common cancers in this age group.



**PROTECT YOUR
SKIN**

Roughly 90% of melanoma diagnoses are caused by exposure to ultraviolet radiation from the sun or indoor tanning devices.



**MANY QUESTIONS
REMAIN**

Critical unmet needs remain in accurate detection and diagnosis of melanoma; gaps in our understanding of how best to treat rare melanomas (acral, mucosal, uveal, and pediatric); and how to tackle treatment-resistant disease – especially brain metastasis and leptomeningeal disease.

Explore More of MRA's Resources

- [Patient Resources](#)
- [Clinical Trials](#)
- [Types of Melanoma](#)
- [Melanoma & Skin of Color](#)
- [MRA's Melanoma Biorepository](#)
- [MRA's RARE Melanoma Registry](#)
- [Online Melanoma Support Group](#)
- [MRA Research Overview](#)

HELP US
CURE MELANOMA

Melanoma
Research Alliance

Advocate Toolkit

Ways to Get Involved

There are many meaningful ways to make a difference in the fight against melanoma. From fundraising and advocacy to education and community engagement, your involvement helps accelerate research and save lives. Get started today!



RAISE FUNDS FOR RESEARCH

There are many different ways to fundraise for MRA. Rally your community by creating an online fundraiser, planing and hosting your own event, taking on a personal fitness challenge, honoring a loved one, and more!



HELP MRA SPREAD AWARENESS

Join MRA in spreading awareness. Whether on social media or in your communitiy, MRA has resources and information on all things melanoma. Ask us about our postcards or other print materials that you can share!



ATTEND AN MRA EVENT

Every year, MRA hosts a Patient Forum in Washington, DC, where the melanoma community comes together to learn and network. We also host several virtual events, webinars, Ask the Experts, and more throughout the year! Make sure you are signed up for our ENewsletter.



We're Always Looking for Patient Advocates

MRA greatly values the voice of Patient Advocates, and we invite you to join our efforts. Get started below, and please let us know how you might like to contribute (webinars, events, focus groups, editorial, etc.).

[Become an Advocate](#)

HELP US
CURE MELANOMA

Melanoma
Research Alliance

Advocate Toolkit

Social Media Assets

We're excited to offer a collection of social media assets to help amplify the voice of the melanoma community - and yours! Whether you're raising awareness or funds, supporting a loved one, or advocating for melanoma research, these tools will help share your journey and spread awareness!

[CLICK HERE TO
DOWNLOAD](#)



Download and use these graphics in your own social media posts, stories, and campaigns to help spread awareness of melanoma, the importance of early detection, and the critical need for research.

Tips for Effective Engagement

- **Personalize Your Message:** Share your personal experiences or stories to connect more deeply with your audience. Remember, you are not alone!
- **Share Facts & Resources:** Combine personal stories with educational content to inform your followers about the importance of melanoma awareness and research.
- **Tag MRA:** Be sure to tag us in your posts so we can engage and amplify your message!

**Submit a video about what research means to you,
and you might be featured on MRA's social media!**

Follow & Tag Us on Social

INSTAGRAM
@Melanoma



FACEBOOK
Melanoma Research Alliance



BLUESKY
@melanomarealli



X
@melanomarealli



LINKEDIN
Melanoma Research Alliance



TIKTOK
@melanomaresearch



Questions? Get in Touch!

info@curemelanoma.org

(202) 336-8935

curemelanoma.org