Research!America: Advocacy Campaign Update

Earned Media
With your help, we collected stories from nearly 100 patients, researchers, and family members, and all of their stories have influenced our campaign. You'll see many of these in op-eds and quotes on the campaign website. The op-eds below ran in Kansas and Pennsylvania, reaching audiences of more than 1.5 million and 5.2 million respectively.

- **The Kansas City Beacon:** A KU researcher on the brink of a breakthrough is stuck waiting for federal funds (Reposted: High Plains Public and The Topeka Capital-Journal)
- **The Kansas City Star:** Kansas' leaders in DC must fund life-changing stem cell research | Opinion
- **Bucks County Herald:** On the importance of medical research funding
- **Penn Live:** Congress must protect funding for medical research benefiting aging Pennsylvanians | Opinion (Reposted on Centre Daily Times)

We've adapted quotes from the website into a toolkit for social media, which can be found here.

Advertisements
The campaign has had tremendous success with our advertisements both within the beltway and in our four target states. These ads ran for eight weeks in Q4 of 2025 and continue today. We are planning additional advertising around the State of the Union and the FY27 budget release. Below are links to the video ads, our Ronald Reagan Washington National Airport ad, and representative metrics.

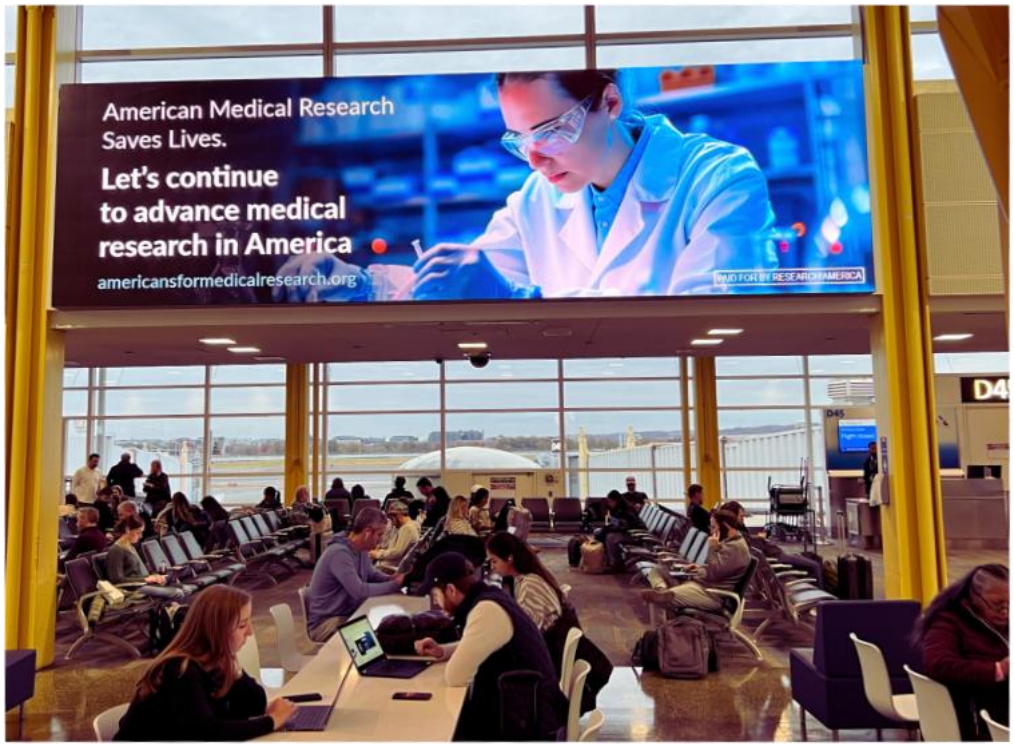
State Ads
The ads below ran in Kansas, North Carolina, Pennsylvania, and Utah on social media and streaming sites popular with seniors and moms with children.

- 15-second ad: "Nothing Is Impossible"
- 30-second ad: "Nothing Is Impossible"
- 15-second ad: "Headlines"
- 30-second ad: "Headlines"

Beltway Ads

- 30-second ad: "Race"
- 30-second ad: "Race" **(new for January)**
- 15-second ad: "Lethal Adversaries"

Ronald Reagan Washington National Airport Ad
The ad pictured here was displayed on three different monitors at Ronald Reagan Washington National Airport.



Beltway Ad Campaign Performance
The Beltway ads are performing well, with view and video completion rates often higher than industry standards, which suggests the messaging is resonating with the public! Below are a few topline stats on the overall views of these ads.

Since its launch in the fall, our website has been viewed more than 400K times

- Number of times ads appeared in someone's feed: 20.8 million
- Number of times videos were viewed: 6.6 million
- Number of times people clicked to our website: 205K
- Top Drivers to our website
    - Meta
    - LinkedIn
    - X/Twitter
    - WSJ

We are so grateful for your participation and support in this campaign. We could not have achieved this success without you!

We will continue to update you as the campaign continues.