



COALITION OF
SKIN DISEASES

2025 HILL DAY

Washington, D.C.

Sunday, May 18 – Tuesday May 20, 2025



Please save the date for the CSD's 2025 Hill Day!

This save the date contains information to help raise awareness for the event and create a well-attended, robust experience for the skin disease community.

Resources include:

- A brief description of the event
- Social media posts and graphics
- A template newsletter article or email

Please feel free to adapt these messages to match your organization's communication style.

If you have any questions about this toolkit or marketing and communications for the event, please contact:

Natalie Mamerow
Communications Manager
Coalition of Skin Diseases
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Thank you!



COALITION OF
SKIN DISEASES



About the Event

The CSD will host Hill Day in Washington, D.C. from Sunday, May 18 through Tuesday, May 20, 2025. This three-day in-person experience is packed with advocacy training, expert insights, and an opportunity to make your voice heard as part of the skin disease community. This past April, the CSD hosted a Hill Day with 58 passionate patient advocates from 21 states who came together to amplify their voices and advocate for crucial policy changes. CSD advocates conducted meetings with 57 legislative offices and hosted a congressional briefing dedicated to “Understanding and Addressing the Burden of Skin Diseases.”

Building off the success of the [CSD’s 2024 Hill Day](#), the CSD invites you to be an agent for positive change – to help make a collective plea to policymakers for enhanced access to quality care and treatment options for individuals battling skin diseases, among other top priorities.

In addition to virtual and in-person [advocacy training opportunities](#), this Hill Day will feature a congressional briefing that will bring together patient advocates and representatives from congressional offices, federal agencies, institutions, and industry.

Through this event, the CSD seeks to showcase the power of unity and advocacy and to lay the foundation for a future where those affected by skin conditions can receive the care and treatments they truly deserve.

Please save the date and look out in the coming months for more information on how to apply!





SOCIAL MEDIA

Official Hashtag
#CSDHillDay2025

Please share posts from our social channels or post the suggested messages below. When possible, please tag our social media pages.

Coalition of Skin Diseases Social Media Handles/Pages:

- Facebook @skincoalition
- X @USskincoalition
- Instagram @usskincoalition
- LinkedIn @coalition-of-skin-diseases-us
- YouTube @skincoalition

SUGGESTED SOCIAL MEDIA POSTS [GENERAL]

We're excited to participate in the Coalition of Skin Diseases' 2025 Hill Day! Join us and advocates from other national dermatology organizations from **Sunday, May 18 through Tuesday, May 20, 2025 in Washington, D.C.** This is your opportunity to engage in the power of advocacy on Capitol Hill, and make your voice heard. Connect with fellow patient advocates, policymakers, and industry leaders. Gain valuable insights through training sessions and champion legislation to positively impact the lives of those living with skin diseases. Stay tuned for more information! #CSDHillDay2025 #skindiseases





NEWSLETTER ARTICLE and/or EMAIL

[ORGANIZATION NAME] is excited to participate in the Coalition of Skin Diseases' 2025 Hill Day! Mark your calendars for Sunday, May 18 through Tuesday, May 20, 2025 in Washington D.C.

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