



Colleges Against
Cancer

ACS CAN Lead/Advocacy Chair Recruitment Tip Sheet and Tools

Great Advocacy Chairs/ ACS CAN Leads have these characteristics:

- Personal Story (Not a must, but can help enforce the mission)
- Passionate about Advocacy/ACS CAN
- Ability to learn/willing to understand advocacy
- Strong leadership skills/experience
- Public Speaking Skills
- Energetic and engaging
- Creative and fun

Tips for finding an ACS CAN Lead/Advocacy Chair:

-Every college is different but here is a list to help you brainstorm on who you can connect with on your campus!

- Reach out to professors
- Political Science Major & Minors
- Democratic Political Club/Group
- Republican Political Club/Group
- Debate Team
- Pre-Law Club
- Public Health Major or Minor Student/Group
- Pre-Med Club

-Send out a recruitment letter to the student organization list serve (available at acscan.org/cac)

-Create an eye-catching flyer to hang on bulletin boards throughout campus

-Contact your local ACS CAN Grassroots Manager to see if there are already active volunteers from your campus

Job Description of an ACS CAN/Advocacy Chair:

The ACS CAN Lead's primary responsibility is to recruit ACS CAN members and engage Relay For Life participants in fighting back through advocacy. The Lead should aim to educate Relayers and the community about legislative efforts aimed to eradicate cancer and to recruit a grassroots army of advocacy volunteers.

Specific tasks can include:

- Becoming an ACS CAN member
- Recruit Event Leadership team, Team Captains, participants, and volunteers to join ACS CAN.
- Ask the Event Leadership Team, Team Captains, participants, and volunteers to take action on ACS CAN's legislative priorities.
- Ensure that the Event Leadership Team includes and considers advocacy education and activation in their plans by including ACS CAN education, celebrations, and member recruitment in their agenda when Relay participants are gathered.
- Communicate and disseminate materials from ACS CAN to help raise awareness about cancer –related legislative priorities and to recruit ACS CAN members
- Be willing to help mobilize Relay participants on ACS CAN's legislative priorities, be able to articulate the benefits of becoming a member of ACS CAN, and be sure all Event Leadership Team members and Team Captains can do the same
- Collaborate with Registration and Accounting Lead to tack membership forms and fees
- Promote ACS CAN Club and work with Recognition Lead to recognize members.