



BEST PRACTICES

The National Campus Leadership Team has identified four goals to increase advocacy involvement within CAC Chapters. This tip sheet is organized by these four goals so that individual campuses can participate in each area on varying levels depending on their needs and strengths and can be adapted to each campus culture and needs. These goals are:

1. Increase the Number of ACS CAN Club Events
2. Increase Student Participation and Knowledge about State Day at the Capitol events.
3. Prompt student integration into ACS CAN leadership Positions
4. Increase number of ACS CAN Leads for Campus Events

INCREASE THE NUMBER OF ACS CAN CLUBS:

Easy:

- Set a goal of becoming an ACS CAN Club event. Make a plan for how you will accomplish this goal by using the Advocacy Chair planning tool in the Relay Advocacy Handbook (found at acscan.org/relay).
- Bring in your ACS CAN Grassroots Manager or a lead Volunteer for your area to speak at one of your CAC meetings about the importance of ACS CAN and becoming an ACS CAN member. At this meeting, have sign up areas available to maximize the number of students that will sign up.
- Use the “Don’t Make My Future A Lottery” card to engage potential members.

Intermediate:

- Interact with other student organizations like the Young Democrats and Young Republican chapters at your schools to recruit students from those organizations to join ACS CAN. They are already interested in advocacy. Attend one of their meetings and speak so they know about ACS CAN and the initiatives ACS CAN is working on.
- Be sure to promote ACS CAN and their accomplishments during most CAC meetings and any CAC or Relay for Life events. Led by example and have your CAC board members and Event Leadership Team all become members.
- Work with other student organizations to collaborate and organize events, such an advocacy focused-event or a health fair. This will help establish a relationship between your CAC chapter and these student organizations, increasing exposure to ACS CAN to their members. Invite a speaker such an ACS CAN Grassroots Manager or a Lead Volunteer to explain the importance of ACS CAN, why they should become a member, and even volunteer and and on a leadership role within ACS CAN.

Advanced:

- Create a challenge between your campus and a rival campus to see who can recruit the most ACS CAN members in a week. The winner will get bragging rights for a year. You can also try and get a donated prize that the winner can enjoy.

- Create and send out a letter to family and friends of your CAC chapter asking them to join ACS CAN and explaining why it is important.
- Have additional meetings to brainstorm ways to have more advocacy events to increase your ACS CAN members and active volunteers. Be sure to share what you've accomplished during your regular CAC meetings.
- Reach out to professors and student organizations and inform them about the ACS CAN Legislative Ambassador program. ACS CAN members can do so much in the fight against cancer, but there are a lot of benefits of taking the next step to volunteer as an ACS CAN ambassador. Learn more about the role here: acscan.org/volunteer

STATE DAY AT THE CAPITAL STUDENT PARTICIPATION:

Easy:

- Use the letter to professors explaining State Capitol Days so students will be excused for missing class in order to attend.
- Create promotional flyers to hand out to Young Republicans, Young Democrats, political science honors societies, public health students, etc. to get them to attend.
- Create a facebook event to invite students to your State Day at the Capital so all the information is easily accessible.

Intermediate:

- Talk to professors so students can get extra credit in their classes for attending State Days at the Capitol.
- Caravan with a large group of people to the Capitol to decrease costs associated with traveling.

Advanced:

- Make a video after your state capitol day, showing what was accomplished to advertise for the next year.
- Create a statewide competition to see which school can get the most students in attendance at State Day at the Capitol.

STUDENT INTEGRATION INTO ACS CAN LEADERSHIP POSITIONS:

- Make sure students are aware of the opportunities to get involved with ACS CAN at the congressional district and state level. Share the volunteer structure with CAC leadership and soon to be graduates. Learn more about the roles here: acscan.org/volunteer

INCREASE NUMBER OF ACS CAN LEADS:

- Use the ACS CAN Lead Recruitment Tip Sheet and Tools
- Use the list of identified ACS CAN Lead characteristics to target students who would be an ideal candidate.
- Reach out to professors, clubs, and groups that are you believe would be interested in legislative advocacy,

- Create an event that will not only talk about ACS CAN and increase members, but also make a push to invite qualified individuals to take a leadership position within your CAC Chapter and become your ACS CAN Lead