



LOTTO TICKET CAMPAIGN- TIP SHEET

The 2016 American Cancer Society Cancer Action Network and Colleges Against Cancer campaign, Dear Future Self, targets millennials to get them involved with advocacy on their campuses. As millennials, we want to take back the fight so our future selves do not have to deal with the implications of decisions that are made today; we want to take action into our hands..

This new campaign revolves around scratch off lottery tickets. This would ideally be done as an advocacy moment at the Relay For Life event. Every person who enters the event will be handed a lottery ticket. The tickets will be custom made showing the odds incorporated with developing cancer as well as funding and research. The tickets will have a different scenario for students to scratch off and see their fate. For example “two out of every three researchers who are not given grant money for a project that could find the cure to cancer”. Some lotto tickets may have the fate of a cancer diagnosis or the odds of getting into a clinical trial. All of these scenarios are real life odds that we face every day but they are also odds that can be changed if and when advocates take action.

The back of every lottery ticket will have a petition that will be signed by the student asking lawmakers to support an increased in cancer research funding. The petitions will be collected to be delivered to lawmakers to show how many of their constitutions support increased funding.

Below you will find three different levels of integration that can be used in order to best accommodate your Colleges Against Cancer chapter and Relay For Life Event.

EASY:

- Use lotto cards at event as instructed above and send them to your state legislators. Explain the importance of ACS CAN and contacting legislators for funding and other ACS CAN initiatives.
- Use the Lotto Card petitions and the Script to talk about ACS CAN at your kickoff event.
- Promote the lotto cards at high traffic areas through tabling year round. Send them to your local ACS CAN Staff to make sure they get to the right legislators.

INTERMEDIATE

- Dear Future Selfie: Have a photo booth where people can take a selfie to their future self and saying who their one-degree is. Post these pictures on your CAC's facebook page.

ADVANCED

- Create a coffin to collect the petitions and bring them to your Congressman's district office to create more of a visual impact.
- Use the stories on the back of the lotto cards to go in depth about the odds associated with cancer research funding and survival rates. Take 15 minutes at your event to really focus on advocacy and ACS CAN. Then challenge your participants to take it a step further and join ACS CAN to make a difference.

DON'T MAKE MY FUTURE A LOTTERY.

**Support a
\$1 BILLION
INCREASE
in Funding for NCI over Two Years**

I am a student, but more importantly, I am part of the generation committed to putting an end to cancer. As my elected official, you have the power to make a difference and I'm asking for your help! Please support cancer research funding because my future depends not just on my choices - but also on yours.

To play, scratch off a circle below with the edge of a coin to see your future.



Name: _____ *

Address: _____

City: _____ State: _____ ZIP: _____

Email: _____

* We care about your privacy and protect how your information is used. To view our complete privacy policy, or if you have any questions, please visit acsacan.org.

DON'T MAKE MY FUTURE A LOTTERY.

**Support a
\$1 BILLION
INCREASE
in Funding for NCI over Two Years**

I am a student, but more importantly, I am part of the generation committed to putting an end to cancer. As my elected official, you have the power to make a difference and I'm asking for your help! Please support cancer research funding because my future depends not just on my choices - but also on yours.

To play, scratch off a circle below with the edge of a coin to see your future.

Unfunded Researcher	Diagnosed with a Rare Cancer	Waiting List for a Clinical Trial	Caregiver for a Loved One Fighting Cancer
------------------------	------------------------------------	---	--

Name: _____ *

Address: _____

City: _____ State: _____ ZIP: _____

Email: _____

* We care about your privacy and protect how your information is used. To view our complete privacy policy, or if you have any questions, please visit acsacan.org.



**We All Deserve a
CANCER-FREE
FUTURE**

Right now, my future is full of promise with a lot up in the air. I don't want my future to be a lottery that depends on whether or not there is funding for the next cancer research breakthrough. We know that cutting-edge cancer research at the National Cancer Institute is leading to better treatments that have the potential to improve and even save the lives of millions of Americans. We are now at a point where we can prevent about 50 percent of cancer deaths - but more progress is needed.

I am asking you to support a \$1 billion increase for the National Cancer Institute.

