

ACS Community Event Advocacy Engagement Ideas



Integrating the **American Cancer Society Cancer Action Network (ACS CAN)** into **American Cancer Society (ACS)** community events can enhance efforts, engage participants in policy change, and create a stronger impact on the fight against cancer. Here are some ways you can integrate ACS CAN into your event:

- Work with your ACS and ACS CAN staff to identify a state or local campaign that will resonate with your participants. You can learn more about what ACS CAN is doing in your area [here](#) and select your state on the top right.
- Set up a table at events where participants can learn about ACS CAN efforts and join the fight. Your staff can help you connect with local ACS CAN volunteers to help organize this area.
- Add ACS CAN to the program! Invite a state or local legislator impacted by cancer to speak on the importance of grassroots advocacy. Work with your staff to follow all campaign laws. Or invite an ACS CAN volunteer who has a cancer story to speak on their experiences impacting cancer policy.
- Add a [Lights of Hope](#) component to your event – like a luminaria ceremony, decorate lights in honor of those affected by cancer with proceeds going to ACS CAN. You can even do a display in your community to build awareness and increase engagement.
- Visit [Donor Drive](#) to set up a page for your event to collect donations for ACS CAN. You can select Relay For Life, Making Strides, or create your own event.
 - Tip: use your event name as the “first” and “last” name when you register so everyone involved knows they are supporting your community’s effort.
 - Tip: Once you set up your page you can create a QR code, so it is easy to share your fundraising link. [Go here](#) to create your own QR code.
- **Take Action! Medicaid is health insurance for low-income children and adults, seniors, and people with disabilities. For almost 80 million people in America, Medicaid is a lifeline. Any cuts to Medicaid could jeopardize essential care for people with cancer and make it harder for many to receive screenings to help diagnose cancer early.**
 - You can encourage event participants to act in two ways:
 - Visit <https://www.fightcancer.org/medicaidpetition>
 - Or scan the QR code:

