

The 7 Habits of Highly Effective SLAs	Tips to Achieve the Goal
<p>1. An effective SLA <u>builds relationships with key elected officials</u> and organizes actions to advance our legislative agenda.</p> <p><i>(AAC Category #1: Impact Your Lawmaker)</i></p>	<ul style="list-style-type: none"> ✓ As SLA, your primary relationships are with your US Senators. Aim to communicate with them or staff at least once a month ✓ Work with your staff partner to organize and support high visibility tactics like Cancer Action Day, in-district meetings, rolling drop by visits, bird dogging, and Letters to the Editor ✓ Make sure your ACT Leads are familiar with our legislative agenda, understand the value of their personal stories, and can tie their stories to one or more of our campaign issues <hr/> <p>_____ Cancer Action Day attendees</p> <p>_____ Petitions collected on a state priority issue (if applicable)</p> <p>_____ Cosponsors secured statewide on a federal priority bill</p> <p>_____ Power Analysis completed for both US Senators</p> <p><i>(Add other goals here)</i></p>
<p>2. An effective SLA <u>works with others</u> to set and achieve team goals.</p> <p><i>(AAC Category #2: Build or Connect with Your Team)</i></p>	<ul style="list-style-type: none"> ✓ Participate in annual goal setting with in-person and online volunteers in your state ✓ Get to know your ACT Leads to understand their skills and interests, and match these with team needs ✓ Hold regular team meetings to plan activities and assess progress toward your team goals <hr/> <p>_____ Co-host annual volunteer meeting/training in coordination with your Grassroots Manager</p> <p>_____ Conduct regular update calls with volunteer team</p> <p>_____ Check in regularly with ACT Leads</p> <p><i>(Add other goals here)</i></p>
<p>3. An effective SLA recruits <u>ACS CAN members</u> to ensure success with the state's annual ACS CAN membership and fundraising goals.</p> <p><i>(AAC Category #5: CAN Raising)</i></p>	<ul style="list-style-type: none"> ✓ Develop your fundraising plan together as a team ✓ Ask your staff partner to help you train your ACT Leads on what ACS CAN is and what it means to be a member ✓ Use ACS CAN event guides to review fundraising best practices - this will help make some of our more typical ACS CAN events easier to plan and execute ✓ Utilize the latest Volunteer Fundraising toolkit to encourage your lead volunteers to plan easy ways to fundraise in their areas <hr/> <p>_____ State Lights of Hope Fundraising Goal</p> <p>_____ Other state volunteer fundraising goals</p> <p><i>(Add other goals here)</i></p>

<p>4. An effective SLA ensures that <u>advocacy is an integral part of ACS and community events</u> in the state.</p> <p><i>(AAC Category #4: Connect with Partners)</i></p>	<ul style="list-style-type: none"> ✓ Work with your ACT Leads and staff partner to build a list of events in your state, and then begin to create a plan for interacting with those event participants ✓ Include both ACS events and large community events (like county and state fairs, Pride events, Juneteenth, etc.) ✓ Visit fightcancer.org/relay and fightcancer.org/makingstrides to familiarize yourself with event advocacy issues and materials ✓ Help to recruit Relay and Strides CAN Leads at events in your state! <hr/> <p>_____ ACS Relay For Life events in your state</p> <p>_____ ACS Making Strides Against Breast Cancer events in your state</p> <p>_____ Other ACS events in your state: _____</p> <p>_____ Large community-based events in your state: _____</p> <p>_____</p> <p><i>(Add other goals here)</i></p>
<p>5. An effective SLA <u>maximizes earned media opportunities</u> to support our legislative agenda.</p> <p><i>(AAC Category #3: Get Media Coverage)</i></p>	<ul style="list-style-type: none"> ✓ Help your ACT Leads use social media to promote ACS CAN legislative agenda and events ✓ Talk to your staff partner if you would like coaching on how to speak about our issues in a media setting <hr/> <p>_____ Letters to the Editor (LTE's) submitted in your state</p> <p>_____ Volunteer Media interviews conducted in your state</p> <p>_____</p> <p><i>(Add other goals here)</i></p>
<p>6. An effective SLA <u>recruits and trains new ACT Leads</u> to grow the team and show our power at meetings and other events.</p> <p><i>(AAC Category #2: Build or Connect with Your Team)</i></p>	<ul style="list-style-type: none"> ✓ Work with your staff partner to identify districts with no ACT Lead, or where new leadership is needed ✓ Promote the ACT Lead position with existing Legislative Ambassadors, frequent action takers and episodic volunteers, and externally at ACS events like Relay and Strides and in your community ✓ Use the ACT Lead Handbook as a training resource and help to match new ACT Leads with mentors as needed <hr/> <p>____ / ____ Total # of ACT Leads/ Total # of congressional districts in state</p> <p>_____ Total # of Legislative Ambassadors in state</p> <p>_____ ACT Leads receiving mentoring</p> <p>_____</p> <p><i>(Add other goals here)</i></p>
<p>7. An effective SLA <u>maintains strong communication channels</u> with other volunteers and staff.</p> <p><i>(AAC Category #2: Build or Connect with Your Team)</i></p>	<ul style="list-style-type: none"> ✓ Create and maintain a list of the ACT Leads in the state and the best ways to reach them ✓ Work with your staff partner to receive and disseminate talking points, toolkits, and other background materials regularly ✓ Talk to your staff partner about the legislative calendar for your state to help your ACT Leads better prepare for busy times like the end of session or congressional recesses