

# Diversity and Inclusion in Volunteer Recruitment

Tools and Resources to Engage a Volunteer Base  
that is Representative of Your Community



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# Introduction

Volunteers play an essential role in almost all areas within the American Cancer Society. A diverse volunteer population enables us to leverage the best knowledge and provide the broadest reach in fulfilling our mission. The information and guidance offered here will facilitate the engagement and recruitment of diverse volunteers for all activities and programs.

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## Call to Action

This document will help empower Regions to develop and implement a volunteer recruitment plan that focuses on ensuring our volunteer base reflects the diversity of the communities where we live and work. The guiding principles, tools, and resources will aid in the development of Regional volunteer recruitment plans.

Regions should outline specific goals and strategies and put a timeline to their work. We also encourage Regions to share any experiences, successful strategies, and challenges (see the “Share Your Success” segment of this document). This will be extremely helpful as we, the American Cancer Society as a whole, continue to focus on creating a diverse community of volunteers and staff who feel empowered and included in advancing our mission to save lives, celebrate lives, and lead the fight for a world without cancer.

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# American Cancer Society Diversity and Inclusion Statement

At the American Cancer Society, the concept of diversity and inclusion is at the core of our values, and we believe it is critical to the success of our mission. In order to share this commitment and promote diverse volunteer engagement, we have developed this statement:

At the American Cancer Society, we value our volunteers, patients, survivors, donors, caregivers, and staff as individuals with unique contributions to make to our mission of saving lives, celebrating lives, and leading the fight for a world without cancer. We believe that embracing diversity and building an inclusive culture – where all people are welcomed and respected – fosters innovation and growth that will enable us to attack cancer from every angle.

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## Communities of Focus

Today the white, non-Hispanic or Latino population make up 61.3% of the nation's total. However, by 2045, the United States will be a majority minority population! Already 55% of those between the ages of 18 and 24, and 43% of millennials are non-white, the highest of *any* generation. Multicultural communities are transforming the United States' mainstream. Propelled by population growth and expanding buying power, they are at the leading edge of converging demographic and social trends that are reshaping how we use culture to connect with increasingly diverse constituents. Every community is impacted by cancer. Every community has unique and talented individuals who are passionate about saving lives from the disease.

Our goal is to recruit a volunteer base that is representative of the entire community. Each Region/area is encouraged to target and recruit specific diverse communities based on the demographics of your markets and the populations not currently represented in your events and/or mission outreach efforts. Once communities of focus are identified, Community Briefs will provide an abbreviated view on these populations. These documents are not meant to take the place of training or direct, hands-on engagement within communities of focus, but should be used more as refreshers. Please click on the links below to access the Community Brief for each population. The documents can also be found on Brand Toolkit by searching “community brief” and (for staff) in the [Volunteer Engagement section on Society Source](#).

## Asian American and Pacific Islander

Asian American refers to people with origins in the Far East, Southeast Asia, or the Indian subcontinent. This group includes, but is not limited to, Asian Indians, Cambodians, Chinese, Filipinos, Hmong, Japanese, Koreans, Pakistanis, and Vietnamese. Native Hawaiian and Pacific Islander refers to people with origins in Hawaii, Guam, Samoa, or other Pacific Islands.

The Asian-American population is the fastest-growing racial group in the United States. More than 18 million Asian/Pacific Islanders live in the United States, and nearly half – 46% – live in the Western US. According to the US Census Bureau, by 2050 close to 8% of the US population (7.79%) will identify as Asian, Native Hawaiian, or Pacific Islander alone.

- [Asian American and Pacific Islander Community Brief](#)

## African American/Black

In 2017 US Census Bureau estimated 47,411,470 African Americans in the United States, meaning that 14.6% of the total American population of 325.7 million is black. This includes those who identify as “black only” and as “black in combination with another race.” The “black only” category by itself totaled 43.5 million African Americans or 13.4% of the total population. The total number of African Americans is estimated to reach 65 million by 2050, which will be 15% of the total US population. African Americans are the largest racial minority in the US.

- [African American/Black Community Brief](#)

## Hispanic/Latino

[Hispanic and Latino Americans](#) have ethnic origins in the countries of [Latin America](#), [Central America](#), [Spain](#), and [Portugal](#). The United States has the largest population of Latinos and Hispanics outside of Latin America, and in 2017 the US Census Bureau estimated it at 57 million people or 17.8% of the national population, of which 47 million are US citizens. The projected Hispanic population of the United States for July 1, 2050, is 132.8 million people, or 30.2% of the nation’s total projected population on that date. Hispanic/Latinos are the largest ethnic minority in the US.

- [Hispanic/Latino Community Brief](#)

## Lesbian, Gay, Bisexual, Transgender, Questioning, Etc. (LGBTQ+)

Gallup polling estimates that approximately 10 million Americans – 4% of the population – now identify as LGBT and .3% as transgender. That estimate includes a record-high 7.3% of people born between 1980 and 1998 who now identify as LGBT – up from 5.8% in 2012.

The increasing size of the LGBT population estimate can largely be attributed to “people feeling more comfortable and more willing to identify [as LGBT],” says Gallup demographer Gary J. Gates.

Millennials, as Gates noted, are responsible for “virtually all of the increases observed in overall LGBT self-identification,” which is unsurprising because they are “the first generation in the US to grow up in an environment where social acceptance of the LGBT community markedly increased.”

That said, official estimates report that the LGBTQ+ community represents approximately 3.8% of the population or approximately nine million people.

- [LGBTQ+ Community Brief](#)

## Generational (Millennials, Centennials, Xers, Boomers, etc.)

Millennials have surpassed Baby Boomers as the nation’s largest living generation, according to population estimates released by the US Census Bureau.

Millennials, whom we define as those born between 1981 and 1997, now number 75.4 million, surpassing the 74.9 million Baby Boomers (born between 1946 and 1964). And Generation X (born between 1965 and 1980) is projected to pass the Boomers in population by 2028. Each generation has many differences, because of this there is not a community brief available.

## Military and Families

As of Jan. 31, 2015, close to 1.4 million people were serving in the US armed forces, according to the latest numbers from the Department of Defense. That means that 0.4% of the American population is active military personnel, many with spouses and children stateside.

By comparison, there were around 20.4 million US veterans in 2016, according to data from the [Department of Veterans Affairs](#), representing less than 10% of the total US adult population. Currently, 91% are men while 9% are women, according to the VA's 2016 population model estimates. By 2045, the share of female veterans is expected to double to 18%. Projections also indicate that the veteran population will become slightly younger by 2045, with 33% of veterans younger than 50 (compared with 27% in 2016), even as the overall US population continues to age.

Being part of a military family can be filled with many surprises, challenges, and opportunities. Part of the military life is moving to new locations every few years or even more frequently. Military families and relationships are diverse; there is no such thing as a “typical” military family. Members of the military and their families share a unique bond, professional ethic, and value system. The military offers a sense of community and camaraderie unlike any other profession. There is not a community brief available for this population.

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## Core Recruitment Strategies

All of the strategies in this section can be applied to any community of focus; however, the relationship or individualized tactic may look different based on which community is being engaged. Additionally, these core recruitment strategies can be applied across all types of volunteerism, from mission to fundraising to advocacy. The community briefs (see “Communities of Focus” section) can be used to enhance these strategies.



## Strategies for Successfully Engaging Communities of Focus

Some very basic strategies should be considered when focusing on volunteer recruitment for diverse populations, and they apply regardless of the event or opportunity for which a volunteer is being asked to participate. Our [Strategies for Engaging a Diverse Volunteer Base one-pager](#) outlines some of the considerations that staff should keep in mind when working with a community of focus. It includes a wide range of basic strategies like researching the community, celebrating culture, and avoiding stereotyping.

## Community Connectors

Connectors, or gatekeepers, are key leaders within the community. They are an essential part of recruiting within communities of focus, as they are generally well connected and able to open doors to different groups, organizations, or populations with which we wish to engage. Connectors can generally speak to the target groups' motivations and interests and are able to mobilize individuals within the community. When considering targeted recruitment within a population in your community that is underrepresented in our organization, consider identifying and engaging a community connector.

## Strategies for Identifying and Engaging Community Connectors

The first and most crucial step in identifying and engaging community connectors will be to plan your approach and ensure there will be a meaningful value exchange between the community and the American Cancer Society. Which group or community are you targeting for recruitment? Do we already have volunteers, partners, or staff who can help us open doors, or will you need to seek someone who isn't already engaged who can help you?

Some great connectors to partner with include:

- Existing volunteer leaders and connectors. These connectors generally know a lot of individuals in their community and already engage in American Cancer Society activities and/or events. They tend to be passionate about our mission and are able to tell their story in a way that motivates others to get involved. Keep them engaged and invite them to speak at events and within the community.



***Some examples of these leaders are:***

- Relay For Life® event leadership team members
  - American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN) lead volunteers
  - Volunteers who participate in more than one American Cancer Society event, program, or initiative
  - Regional mission project roundtables or councils
  - Cancer control leadership
  - Primary care partners and primary care staff
  - Hospital partners and hospital systems staff
  - Federally qualified health centers and primary care staff
  - ACS Diversity and Inclusion External Partnerships
  - ACS Employee Engagement Groups
- Corporate Connectors – leaders from corporations within the community that employ a large number of individuals. Tap into these connectors to promote volunteerism, events, and American Cancer Society initiatives in the workplace. Typically, these leaders are great at networking and have many contacts outside their company who can also help us fulfill our mission.
  - Faith-based Connectors – leaders within places of worship or faith groups. These connectors generally understand their congregation and are able to mobilize them by speaking to what is important to their community and what motivates them. The faith-based community is important to many of our communities of focus, and many individuals have strong ties with their faith locally. These connectors are extremely helpful in getting the word out about American Cancer Society programs, events, and opportunities within the community.

***Some examples of faith-based connectors include:***

- Faith leader (pastor, priest, rabbi, imam, etc.) – those who lead the worship services or studies
- Youth leaders within the place of worship – leaders who oversee the youth ministry can be particularly helpful in engaging younger volunteers
- Health ministries – many large faith communities have a nurse on staff, offer health ministries, or take on health activities for the congregation
- Teachers – individuals who lead faith-based studies, choir groups, and more with the faith group

- Service Community Connectors – many service, community, and professional organizations exist in communities we serve. Many of these organizations work specifically with diverse populations or have a similar health equity focus as we do. These leaders can promote our messages and initiatives within their organizations, or encourage and recruit members to volunteer for or participate in our programs and fundraising events. They also often have strong ties and hold influence with other organizations and community groups.

***Some examples of service, community, and professional organizations are:***

- Fraternities and sororities, collegiate and alumni chapters
- AARP
- Chamber of commerce
- Toastmasters
- Rotary Club
- American Legion Post, Veterans of Foreign Wars (VFW), or other military service groups
- Professional organizations such as
  - National Black MBA Association (NBMBA)
  - National Association of Asian American Professionals (NAAAP)
  - Association of Latino Professionals for America (ALPFA)
- Local government (city or municipality)

Identifying the right connector will be critical to the success of your recruitment efforts. After you've identified your connector, include them in planning your approach to diversifying your volunteer base. Your connector can provide cultural insight and information to help you create the right strategy for reaching out to your communities of focus.

We tell our constituents that we are “**your American Cancer Society**,” but if they don't self-identify with our representatives who approach them, they may feel disconnected. We must consider social identity when we are reaching out to communities of focus. Social identity is an individual's sense of who they are based on their group membership; this identity provides people with an important source of pride and self-esteem. Your connector can help to substantiate the human need for social identity and deliver on the promise that we truly are “your American Cancer Society,” offering a head start in the recruitment process.

## **Engaging Connectors that are Already Involved with the American Cancer Society**

With 1.5 million volunteers within the American Cancer Society, we already have an incredible bench from which to identify a connector – so use it! We also have diverse staff who can help to open doors within specific communities.

When you are preparing to reach out to a community of focus, look within the American Cancer Society ranks first. Look for a staff partner who has a relationship with the group, organization, or community you are looking to approach. Have that staff partner share insight into the group and identify anyone they see as a potential connector within. Gauge the potential connector's past involvement and experiences with the American Cancer Society to determine if they are indeed the right person to help you frame your recruitment approach.

Next, do some more research. Learn as much as you can about that group and its past volunteer work and organizational contributions, including sponsorship and fundraising. Begin to build a relationship with the group connector, making sure to recognize and thank them for what they have already done before engaging them to take on more. Learn more about their work outside of the American Cancer Society, specifically their involvement with the organization or population group you are seeking to engage, in order to better frame your approach with them as a partner and to build a base for a strong volunteer/staff partnership.

When you are ready to start opening doors with your connector, make sure they have the tools they will need to complete the tasks you are asking of them. For example, if you plan to ask a connector to assist you with Road To Recovery volunteer recruitment, be sure to give them access to the recruitment tools located on [Brand Toolkit](#) (e.g., flyers or brochures, newsletter content, applications). Also, help prepare them to ensure they are comfortable making a recruitment pitch and answering any questions the prospective volunteer may have.

Most importantly, when working with your connector, keep an open mind and allow them to freely share ideas. Remember that you have asked them to be a connector because of their social identity and insight regarding the population you are recruiting, as well as their ability to motivate their community. They are the expert and should be trusted as such, so allow them to help develop the action plan rather than just telling them what to do.

## Reaching out to New Groups to Identify a Connector

If you can't find the right connector within the ranks of the American Cancer Society, you will need to reach out to a new group, organization, or community to identify someone. First, do some research to determine if the American Cancer Society has had a relationship with the group or organization you're seeking to engage. Don't limit your research – keeping the scope local may be sufficient, or you may need to expand regionally or nationally to learn about the history of the relationship, if one has previously existed. If you identify that there has been a connection, determine how you can get a warm introduction to get your foot in the door.

Before approaching the organization or group, be sure to do some external research as well to learn about what they do, what types of service projects they take on, and what their structure looks like. This research will inform your approach and help you make a connection more successfully.

It's important to get to know each other in your initial interactions. You'll want to engage in two-sided conversation and learn about one another. Listen to the connector share the story of their group or organization. Listen to issues and concerns they have related to their population's cancer burden, barriers to treatment (or even detection), challenges in promoting a healthy lifestyle, and more. Take an opportunity, where it fits, to share pieces of the American Cancer Society story and try your best to add some context of how we have served and/or are able to serve their community. When you've taken the time to listen to their barriers and needs, you'll be able to share our story in a way that is meaningful to them. Only then can we position our ability to serve them in a way that elicits their support.

As you build a relationship with your prospective connector, you can begin to communicate some of our volunteer needs and talk about how we can partner to better serve and support the community. Let them know our needs, and that we are looking to engage their group or organization. Be honest that you need their help to make it happen. Talk about how more volunteers in their community will allow us to better serve the patients and caregivers in that community and increase awareness about cancer prevention and detection. We want them to know that it is a true partnership. If they seem interested, talk to them about what it would mean to be a connector in the community. This individual may in fact be your connector, or they may be able to identify a better candidate and help you recruit them as a volunteer.

Additionally, remember to keep an open mind. You may not end up working with the connector that you had originally envisioned or hoped for, and that is okay. Someone different may have stepped up because they are passionate about improving and saving lives from cancer or have more connections than others in the group. By building a relationship with this individual and getting to know them, you will likely discover how great a connector this person will be.

Moving forward with this volunteer/staff partnership, make sure you are working together and embodying the sentiment of “volunteer led, staff coached.” Remember that this connector is someone who understands and motivates their community. They are the expert, so allow them to help define the approach and action plan, and support their ideas and insight if they have additional points to make or considerations to include.

## **Cultivating and recognizing connectors**

Cultivating a relationship with your connector will ensure more productive and successful recruitment efforts within the community of focus. Their ideas and feedback are very important because they have insight into their community that you may not. Determine how to trust and embrace their ideas in order to realize recruitment success.

Make sure your connector has the support and tools they need to successfully recruit volunteers from their community. Help them access the Brand Toolkit, and provide them with the materials and messaging they need to make their recruitment dreams a reality. If sufficient resources are not available, consider working with your connector and our Corporate Communications staff to develop appropriate materials.

Work with your connector to set measurable goals and benchmarks. At specific checkpoints, discuss the recruitment progress and realign strategies based on progress. Also, don't forget to recognize your connector for their efforts in opening doors and recruiting volunteers to the American Cancer Society. In this electronic age, a handwritten note goes a long way in saying thank you.

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# American Cancer Society Volunteer and Staff Leadership

Volunteer and staff leaders are committed to creating a diverse American Cancer Society workforce reflective of our communities. Volunteer leadership in all areas of our organization have relationships that can be helpful in recruiting new volunteers to support our mission. These volunteers have been selected not only for their professional or personal expertise but also for their sphere of influence and willingness to open doors for the American Cancer Society.

Reaching out to any of these volunteers and their staff partners can enhance your recruitment efforts.

- Area board members and executive directors
- Leadership councils and staff partners
- Regional cabinet members and Regional executive vice president
- CEOs Against Cancer members and Distinguished Partners staff

## Area Planning Strategies to Increase Volunteer Diversity:

- Conduct population research of their defined market area and identify the key demographics within that population.
- Complete a review of current volunteers within the Area (could include a survey tool such as Survey Monkey) to see what positions they are in, if they are still happy in their positions, and to collect demographic information.
- Set recruitment goals that reflect the diverse community represented by the Area. Looking at current volunteer numbers, identify groups that should be engaged to make the volunteer base more representative of the community.
- Research what faith-based organizations and service organizations exist within the community. Develop and manage relationships with these faith-based systems and/or organizations to further diversity and targeted engagement within the community. Create an action plan to further develop these relationships in future years.
- Cultivate connectors from local relationships who can manage ongoing relationships with key partners in the market. Share diversity in recruitment goals with these connectors, and invite them to participate in goal setting for their organization or community.

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# Specialized Recruitment Tools & Resources

Many bodies of work within the American Cancer Society are already actively engaging communities of focus. Staff have created tools and resources to aid in this engagement. Below is a list of resources and the links to reach them.

- [A Guidebook to Relevant Communications for Five Communities](#)
- [Hispanic/Latino Community Engagement Guide](#)
- [Military, Family, and Veterans Community Engagement Guide](#)
- [Relay For Life Multicultural Engagement ToolKit](#)
- [Making Strides Multicultural Sharepoint Site](#)

While this is not a comprehensive list, it is a good start. As new resources are discovered or created, they will be shared in Brand Toolkit and on Society Source, on the Volunteer Engagement Page in the Volunteer Recruitment Folder under Diversity & Inclusion.

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## Education & Training

The learning programs below focus on building cultural competence and confidence for staff and volunteers in order to advance our work in diverse and multicultural communities. By understanding the cultural essence that drives a community's behavior, we are forging a long-term relationship with the most dynamic and fastest growing segments of the US population.

### Staff Learning

Diversity is a Core Value at the American Cancer Society and building an inclusive organization is vital to our success. We will not remain relevant and sustainable, or achieve our mission of saving lives unless we engage all communities touched by cancer.



## Learning Objectives:

- Raise awareness of diversity and inclusion
- Understand the American Cancer Society's business case for diversity and inclusion
- Build cultural competence and confidence to successfully engage all communities

All staff must complete the three required trainings listed below, and people managers are required to complete a fourth training (see Leadership Matters below)

- “Creating a Culture of Diversity and Inclusion at the American Cancer Society”
  - [Foundations of Diversity and Inclusion e-learning](#): a self-paced training which includes a self-assessment, an examination of the impact of unconscious bias on our personal and professional interactions, and the Bennett Model of cultural competence
  - [The Power of Small – Micro-Messages in the Workplace](#): A 90-minute, facilitator-led, interactive webinar that highlights how micro-messages impact our ability to build an inclusive American Cancer Society
  - [Diversity Dialogue](#): A 90-minute facilitated group discussion, exploring how your cultural competence and confidence impacts your work, and ways to apply D&I to achieve the goals of the American Cancer Society
- [Leadership Matters](#): Leveraging the Power of Diversity and Inclusion – (For people managers)  
A 90-minute interactive course focusing on the role of people managers in modeling inclusive behaviors, building inclusive teams, and eliminating unconscious bias from management

Additional Training and Resources can be found on Society Pathways:

- Community Expedition
- Population-specific trainings- Increasing your Cultural Competence
- Addressing the Cancer Burden in the LGBT Community by Dr. Richard Wender
- Stronger Together: Maximizing the Power of Diversity and Inclusion in the Hiring and Beyond
- The State of Health and Wellness in the African American Community by Dr. Harold Freeman

## Learning Objectives

- Build on personal level of cultural competence
- Further your understanding of the American Cancer Society's business case for diversity and inclusion
- Refine your understanding of “community” and strategies for engagement
- Achieve a deeper understanding of the history, values, culture, philanthropy, and volunteerism practices of specific populations

### ***Community Expedition – A Self-Guided Tool to Support Community Development***

The Community Expedition virtual training helps the learner define “community” by geography, sector, demographic, ethnicity, and program, while furthering the understanding of the culture of a given community. Participants will be able to identify key volunteers and stakeholders critical to effective community engagement, how to be an effective staff partner to a community, and what questions to ask community representatives and peers who are also working in a defined community. Tools include a community assessment, a way to track who is who, who you know, and who you want or need to know in a target community. It also includes community mapping, a process that allows the learner to gain a strong visual of the geographic gaps in corporate, organization, volunteer, and program and service representation.

### Population-specific Trainings – Increasing Your Cultural Competence & Confidence

To better understand key communities critical in our work to save lives from cancer, these self-paced trainings offer a deeper understanding of the history, values, culture, philanthropy, and volunteerism practices of each community. These population-specific trainings, designed to build on your cultural competence skills, will support your cultural confidence to reach out and engage communities less known or new to you. These three dedicated trainings focus on the Asian American; African American; Hispanic and Latino; and Lesbian, Gay, Bisexual, and Transgender communities. These population-specific trainings will take you from “knowledge to action” in engaging these communities!

## Volunteer Learning

The American Cancer Society will not remain relevant or sustainable if we do not reach every community touched by cancer. Volunteer training and tools have been developed to support your engagement of members of all communities to help us fight cancer on all fronts. The modules are located online in the [Volunteer Learning Center \(VLC\)](https://volunteerlearning.cancer.org) and can be accessed by clicking on the link or visiting the Volunteer Learning Center at <https://volunteerlearning.cancer.org>.

### Foundations of Diversity and Inclusion

At the American Cancer Society, we have an obligation to engage every community in the fight against cancer. This course is designed to give you an introduction to exactly why this is so important and get you started on your journey to cultural confidence to engage every community. This course includes four key parts: 1 – Introduction, 2 – Self-Assessment, 3 – Key Definitions and Concepts, and 4 – Cultural Confidence and Competence. Please allow 60 minutes to complete the entire course and related activities.

### Micro-Messages

This eLearning will help you identify micro-messages and learn how they impact those around you, and how you can create an inclusive volunteer environment where everyone can thrive.

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## Share Your Success

The biggest factor in our success as an organization will be to share the success that we see from various recruitment efforts. If one Region does very well with a specific strategy, it should be shared and celebrated so that other Regions can replicate it in their own recruitment efforts. All senior leadership and staff should commit to communicating outcomes. Staff should feel empowered to share on their own.

## Staff Resources

Many resources are available to connect staff with each other to share successes or discuss different tactics for recruiting a diverse volunteer base. While success stories can be heartwarming and uplifting, valuable lessons can be learned from recruitment efforts that weren't as fruitful. Sharing these challenges can spark ideas for improving future recruitment efforts. By working together, you are more likely to discover innovative solutions that will help bring more volunteers to the American Cancer Society.

***Here are some different ways that staff can stay connected and share success across Regions:***

### **Yammer**

The volunteer engagement team has a page on Yammer called “Volunteers Rock!” for staff to share stories. In many cases, a team member will reach out to gather more details that can be shared with our organization as a whole. Visit the [Volunteers Rock!](#) page by clicking the link. Remember to include stories of your not-so-successful efforts, as those lessons can often provide the greatest insight and growth.

### **Society Source and Newsletter**

Successful targeted recruitment efforts may be worthy of their own write-up to be shared enterprise-wide. A great way to do this is through the Society Source homepage and newsletter. Staff can work with their communications partner or reach out to the volunteer engagement team for assistance with getting stories written and posted.

### **Diversity and Inclusion Team and Employee Engagement Groups (EEG)**

Share any success with our Diversity and Inclusion Team. They have some great channels for sharing success including through our Employee Engagement Groups. The EEGs often share success stories on their group calls and through updates. This is a great way to get information and ideas out to a group of people who are also passionate about engaging this community of focus.

### **Volunteer Engagement Team**

The volunteer engagement team loves to hear success stories from the field with the hopes that successes can be scaled and replicated nationwide. The team can share resources to help all Regions benefit from these efforts. An example of this was a roll-out of the college work study partnership program, which was initiated by one of our Divisions and led to the creation of a suite of materials for use nationwide. Ideas that have not yet been tried can also be shared with the team. The more we share, the more programs we will be able to develop and replicate.

## Volunteer Resources

We acknowledge that some challenges exist for volunteers to share ideas between Regions, our technology is ever-changing, and we will share updates if a new online forum for volunteers becomes available. In the meantime, staff can help ensure that volunteers are connected. Staff can provide a local forum for connectors and volunteers who are interested in volunteer recruitment or promoting diversity to meet and share stories. This may be an in-person meeting, a conference call, or connection via email or social media. There is no right or wrong way.

Additionally, staff can share the successes of volunteers on their behalf. A Yammer post about a successful initiative that a volunteer put together is great. Another staff member looking to do something similar may see it and engage one of their volunteers as well. The staff could work to connect the two volunteers from different areas to work together.

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## External Resources

A multitude of external resources exist related to diverse populations and communities of focus. The American Cancer Society has a resource guide that shares links for resources that are vetted and trusted for our use. Here is a small sample of the external resources available. You can also access the [Resources For Community Outreach Guide](#) for more information and resources.

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## Staff Resources

### Volunteer Engagement Team

The volunteer engagement team's body of work focuses on all aspects of volunteerism throughout the volunteer life cycle. Volunteer recruitment is a piece of that work. They work to bring new volunteers to the American Cancer Society by supporting the field, generating new materials, and coordinating national recruitment efforts.

The volunteer care team is part of the engagement team. Their area of focus is volunteer intake. They work to ensure that every potential volunteer receives a timely reply and are assisted in finding the volunteer opportunity that is the best match for their time, skill set, and desired level of engagement. Additionally, team members shepherd the volunteers through the onboarding and training process.

Lastly, the volunteer engagement team focuses on volunteer retention and recognition. The team supports the field in creating a rewarding experience for every volunteer and constantly evaluating and updating volunteer processes, creating new programs and volunteer positions, and generating new recognition plans and materials.

You can find a list of volunteer engagement team staff partners on the [About the Volunteer Engagement Team page on Society Source](#). For more information about the volunteer engagement team or to access any of their available resources, visit the [Volunteer Engagement Team](#) page on Society Source.

## **Diversity and Inclusion Team**

Diversity is critical to the success of the American Cancer Society. Our business case states that we will not be relevant and sustainable, or achieve our lifesaving mission, if we do not engage every community touched by cancer. The Diversity and Inclusion Team, which is a part of Talent Strategy, is responsible for enterprise-wide diversity and inclusion work, including oversight for the execution of the enterprise Diversity and Inclusion Workgroup Plan, managing the six Employee Engagement Groups; developing content for and facilitating enterprise diversity and inclusion trainings; managing external partnerships with social, civic, health and faith based organizations; and acting as a trusted resource and consultant for staff and volunteers.

Our diversity vision is to fully engage diverse and multicultural constituencies in the American Cancer Society's work in mission, revenue, and talent, driving our relevance, impact, and growth in every community touched by cancer.

These are the principles that guide this vision:

- Diversity and inclusion is an essential business strategy for achieving our organizational priorities.
- Our plan must be integrated and interdependent; failure in one business function compromises the success of the entire plan.
- American Cancer Society leaders, volunteers, and staff must be richly diverse and exhibit strong cultural competence to achieve our business objectives.
- Our internal culture and external reputation must reflect a commitment to diversity and inclusion.
- Diversity and inclusion is in direct support of our vision of leading the fight for a world without cancer.

For more information about the Diversity and Inclusion team, please contact [inclusion@cancer.org](mailto:inclusion@cancer.org) or visit the Diversity and Inclusion page on Society Source.

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# Employee Engagement Groups

At the American Cancer Society, employee engagement groups (EEGs) are voluntary, employee-led groups that serve as a resource for their members and our organization by fostering a diverse, inclusive workplace aligned with our mission, values, goals, business practices, and objectives. Each group develops its own set of business goals and then works together to achieve them. See below for a list of the EEGs at the American Cancer Society, or [click on the link here](#) to visit their page on Society Source for more information.

## Asian American/Pacific Islander EEG

Mission: To increase awareness and understanding of the Asian American and Pacific Islander (AAPI) community both internally and externally. Specifically, we aim to promote, support, and serve as a resource for the American Cancer Society's engagement of the AAPI communities in its mission, talent, advocacy work, and income. We aim to identify and prioritize new key American Cancer Society tools and messaging for the AAPI community.

## African American/Black EEG

Mission: To support and educate each other in the engagement of the African American and Black (AAB) community in the fight against cancer; to engage the AAB community in our mission, income, advocacy, and volunteer activities; to promote employment opportunities among AAB staff and external partners; and to provide a mechanism for staff to share information, best practices, and resources.

## MiACS: Latino EEG

Mission: To support and educate each other, as American Cancer Society and ACS CAN staff, to effectively engage the Hispanic and Latino communities in our mission, income activities, volunteerism, advocacy, and employment opportunities; and to model a culture of inclusion across ACS and ACS CAN.



## LGBTQ+ and Alliances EEG

Mission: To support and educate each other as American Cancer Society and ACS CAN staff whether members of the LGBTQ+ community or allies in the engagement of the LGBTQ+ community in the fight against cancer. Engaging the LGBTQ+ community in our mission, income activities, volunteerism, and employment opportunities. Providing a mechanism for staff to share information, best practices and resources.

## Military Family & Veterans EEG

Mission: To support and increase community engagement within ACS/ACSCAN and military members, veterans, and military families in the fight against cancer. To provide a mechanism for staff to share information, best practices, and resources. To increase the outreach to military, veterans, and military families to include strengthening our constituent base as it pertains to ACS mission, income activities, volunteerism, advocacy, and employment opportunities.

## genACS: Millennial EEG

Mission: For ACS and ACS CAN staff to support and educate each other about the role(s) of the millennial generation in the fight against cancer. This EEG will provide a mechanism for staff to share information, best practices, and resources with each other and the American Cancer Society at large to engage the millennial generation in support of our mission, income, advocacy, and talent (volunteer and staff) goals.

Thanks for your support of  
the American Cancer Society.

Together, we are saving lives,  
celebrating lives, and leading  
the fight for a world without  
cancer.



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