



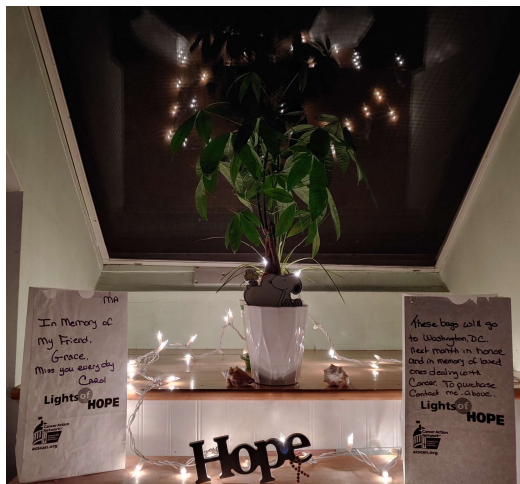
MA & ME Cancer Advocacy Call August 26, 2020

AGENDA

- **Welcome**
- **Updates and Action Items**
- **Lights of Hope Update**
- **ACS CAN: Lawmaker & Candidate Relationships**
- **New ACS & ACS CAN Volunteer Community**



We had planned to split into state teams at the end of the call tonight, however, given that there is little to no state based work going on right now, we're going to provide a quick update and stay together as a group for this month. I know that we keep saying this, and we PROMISE...next month we WILL be splitting up by state!



Updates & Action

- Ambassador Action Center
- CANOpener
- September Meeting
- Boston Research Event
- Story Collection



Ambassador Action Center:

- Shout out to Dana, Kate, Erin, Alice, Patti, Jenny, Emily, Leanna, Kejsi, Steve, Lily, and Dan here in Massachusetts for logging actions in the Ambassador Action Center since our July call. Massachusetts 4th Congressional District has moved to 5th nationally for actions logged, Massachusetts 7th has made the top 10, sliding into 8th nationally, and Kate in CD7 is now 7th nationally for individual actions logged! AWESOME job!
- A shout out to Jeff, Mikala, and Carol P in Maine for logging actions since our July call.
- In order to be considered for national awards, please enter all your actions for this year into the AAC by August 31 at 8pm.
- Don't have access to the Ambassador Action Center? Email Melissa (melissa.stacy@cancer.org) and she'll hook you up!

The CANOpener usually helps kickoff Leadership Summit and Lobby Day. This year, we're holding it on Tuesday, September 15th after the hill meetings. And guess what? It's open to EVERYONE.

- Tickets are \$25, with proceeds going to the Mission of ACS CAN. And if you raise at least \$200 for Lights of Hope by September 12th at 10pm, you'll earn a ticket. This year's event is going to be a blast, as all attendees will view a comedy show!
- **Georgetown Cupcakes** – what's the CAN Opener without Georgetown Cupcakes!? We have 2 ways we are involving Georgetown Cupcakes this year. The first is to sponsor at the \$250 level and have a dozen cupcakes delivered to your home and the second:
 - **Cupcake Challenge** - While their cupcakes are fantastic, we know we have some

incredible bakers out there! Bake some of your favorite cupcakes and submit 1 photo of the success/failures/process or enjoying your cupcake and we will show your photo at the start of the CAN Opener. Let's give those bakers some love! Our distinguished committee of volunteers will choose the best photo and the lucky winner will receive 1 dozen Georgetown Cupcakes delivered to their home.

- *Send your photo to ACS CAN staffer Chelsea Herman via her Google Drive by September 10th. Please label your photo with your complete name and state. Here is the Google Drive Link: <https://drive.google.com/drive/folders/1vwwPVm1fp9bywfglhHsNQeqBo27vdPfT?usp=sharing>*
- **Don't Stop Believing** – It's the song we always close the CAN Opener to and this year we plan to do the same but with a little ACS CAN spin. If you would like to participate, please record yourself or your group singing the song and send to me. We will then take all the video and smash it together to have one awesome ACS CAN Don't Stop Believing presentation
 - *When recording your song, please use your iphone or mac. (If you have an android or Samsung that is ok). Make sure you hold your camera Horizontally. It's always better to watch a video in Wide Screen!*
 - *Send your video to ACS CAN staffer Chelsea Herman via her Google Drive by September 7th. Please label your video with your complete name and state. Here is the Google Drive Link: <https://drive.google.com/drive/folders/1ut2qjF-K3LUdH5EujyBdeeqtDSmNKbGL?usp=sharing>*
- You can purchase your CANOpener ticket at www.fightcancer.org/CANOpener.

September Meeting Date and Topic: Our next volunteer meeting will be September 23 at 7pm. We'll be sharing updates on where we landed with Lights of Hope fundraising, and then splitting into state teams (yes, really!) to provide updates on Leadership Summit and Lobby Day.

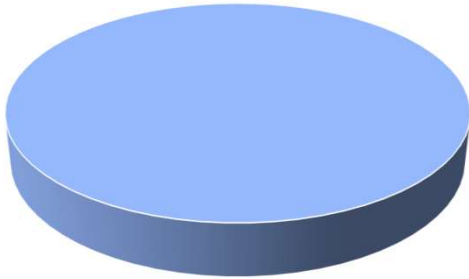
The Boston Research Breakfast is excited to share that Dr. Ned Sharpless, Director of the National Cancer Institute will be speaking at this year's event. Usually held in June, the event has been moved to a virtual event and will take place on October 26th from 3pm to 4:30pm. This year's event is focused on reigniting cancer research, and is open to anyone. You can register for the event at www.fightcancer.org/reignitingresearch.

Volunteer Opportunity: Story Collection: If you are interested in helping grow, maintain, and manage our story back in either Massachusetts or Maine, please let Melissa know. Thank you to all of you who have submitted your story. If you haven't yet, you can visit www.fightcancer.org/share-your-story or email ACSCANStories@gmail.com. For those of you that have submitted your stories or plan to, please be patient after submission. Until we have a volunteer lead in place for each state, Melissa is covering so it may take a bit for her to follow up with everyone that reaches out.

The story behind the picture: Massachusetts own Carol Clark snapped this photo a few months ago to help us reimagine what Lights of Hope Across America could look like. We can't wait to see what your photos of Lights of Hope will look like!

2020 Massachusetts Lights of Hope

Lights of Hope



■ Goal ■ Raised to Date

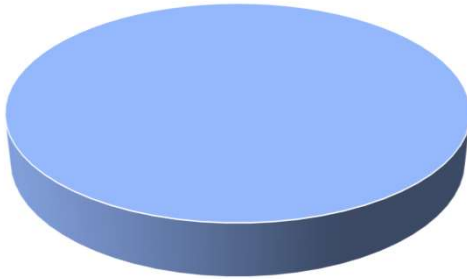
- **Goal:** \$15,000
- **Raised to date:**
\$22,891.20



- Our Massachusetts 2020 Lights of Hope Goal is \$15,000. We currently have raised \$22,891.20!! Not only has the Massachusetts team exceeded their Lights of Hope goal, we've also reached and exceeded our overall fundraising goal for the year, which we set at \$20,000! You all are AMAZING!!
- Shout out to Amber, Dana, Patti, Alice and Kate for being in the national Top 20!
- Your hard work is helping move our mission forward, and we can't thank you enough.

2020 Maine Lights of Hope

Lights of Hope



■ Goal ■ Raised to Date

- **Goal: \$3,500**
- **Raised to date: \$4,442**

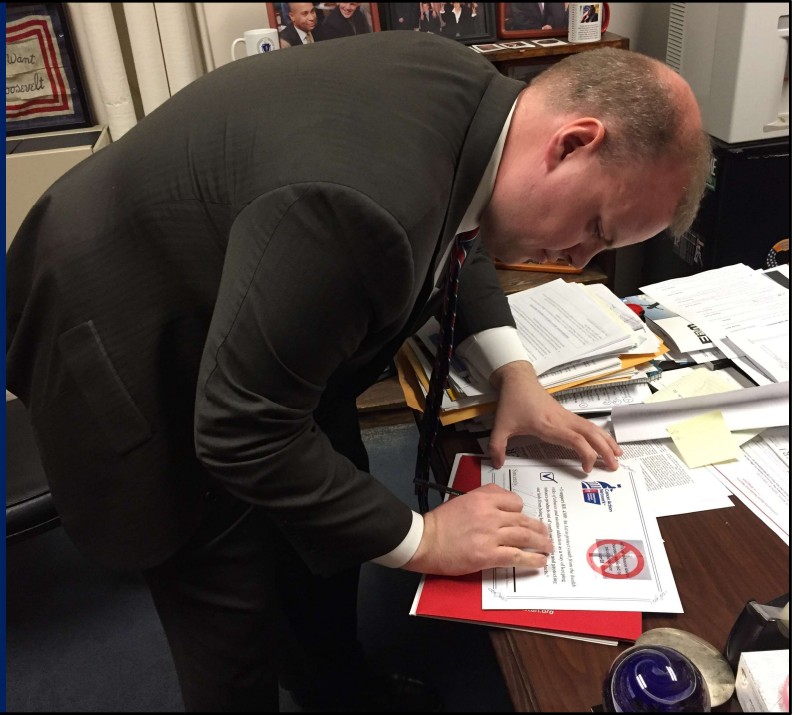


- As promised, we'll update you each month on our progress to our Lights of Hope goal
- Both Maine and Massachusetts are ROCKING it with Lights of Hope fundraising!
- As we've talked about the past few months, our goal is \$3,500 and I'm thrilled to share that we EXCEEDED that goal by almost \$1,000 with a few weeks still left to go.
- Our overall 2020 Maine fundraising goal is \$7,900 so feel free to keep pushing. Let's blow our Maine goal as far out of the water as possible.
- A few overall reminders for Lights of Hope:
 - The event will be streamed at 4pm on Saturday, September 12
 - If you are putting up a display of bags you've sold, and you need bags please email Melissa ASAP. Bags take about a week to arrive.
 - If you have collected bag donations offline (cash or checks), please enter them online by September 12th at 10pm. Additionally, please reach out to Melissa for the best way to get the cash and checks to ACS CAN.
 - Don't forget to post photos of your Lights of Hope to social media and #LightsofHope and tag your ACS CAN state page when you do!

Lights of Hope discussion:

- Kate asked how people were lighting their bags. A discussion ensued with great ideas, such as tea lights, battery operated tea lights, and large glow sticks (need to be larger than 1.5 inches and very bright).
- Tips for weighting down the bags: opened paperclip used as a stake, sand, rocks, and canned goods.
- Patti asked how a list of donors and bag names should be pulled. Melissa is attaching the instructions to the email with these minutes.

Building Relationships with Our Lawmakers: Steps, Tips, & Actions.



- Legislative relationships help us move our mission forward. It's important to establish a relationship because it's much easier for you to reach out and ask a lawmaker to support an issue if you know them.
- A few things to note: what we're going to go through can apply to any issue you're passionate about, not just ACS CAN issues
- Don't get frustrated if you don't hear back the first time, or the 10th time, you reach out. It's a marathon, not a sprint, and it can take time to build a solid foundation.
- Whether you're building the relationship with your lawmaker or one of their staff members, please treat them the same. Staff are often our strongest allies in the lawmakers' office.
- Steps to building the relationship:
 - Research
 - Introduction
 - Meetings
 - Intentional Communication

Candidate & Lawmaker Research

Who are my elected officials?

What can I learn about my
elected officials or candidates?

Where do I find this
information?

- Who are my elected officials? MA:
wheredoivotema.com ME:
mainelegislature.org & congress.gov
- Get to know your elected officials or
candidates
 - What issues are important to them?
 - Do they have a family connection to
cancer?
 - Who supports their campaigns?
- Where do I find this information?

- Social media
- Google
- Newspaper and archives
- People in your community who know them
- Newsletters
- Their campaign or legislative website
- www.followthemoney.org or www.opensecrets.org

Introduction & Meetings



Initial Outreach



Scheduled Meetings



Impromptu Meeting
Opportunities

- Initial outreach – letter or email
 - Who you are & where you live
 - Your role with ACS CAN and why
 - What ACS CAN is, and ACS resources available
- Scheduled Meetings
 - Have a reason or issue to discuss
 - Can be sit down about ACS CAN priorities or other ask
 - Utilize technology

- Some type of face time annually
- Send email or call office line to schedule
- Staff
- Impromptu Meeting Opportunities – Less structured. Doesn't have to have specific ask. Could be a thank you or other issue. We know that not every issue you care about is ACS CAN related. It's ok to attend these meetings on behalf of other orgs or issues, as long as you're not identifying yourself as an ACS CAN volunteer during that meeting.
 - Coffee hours
 - Town halls
 - Televised, Facebook conversations, zoom topic calls, etc
 - Local events (post COVID)
 - Grocery store

Intentional Communication

- ❖ Welcome/Congratulatory Letters
- ❖ Holiday/birthday cards
- ❖ Federal or State Legislative Agenda
- ❖ Reports
- ❖ Media Articles
- ❖ Impromptu Meetings

➤ Intentional Communication

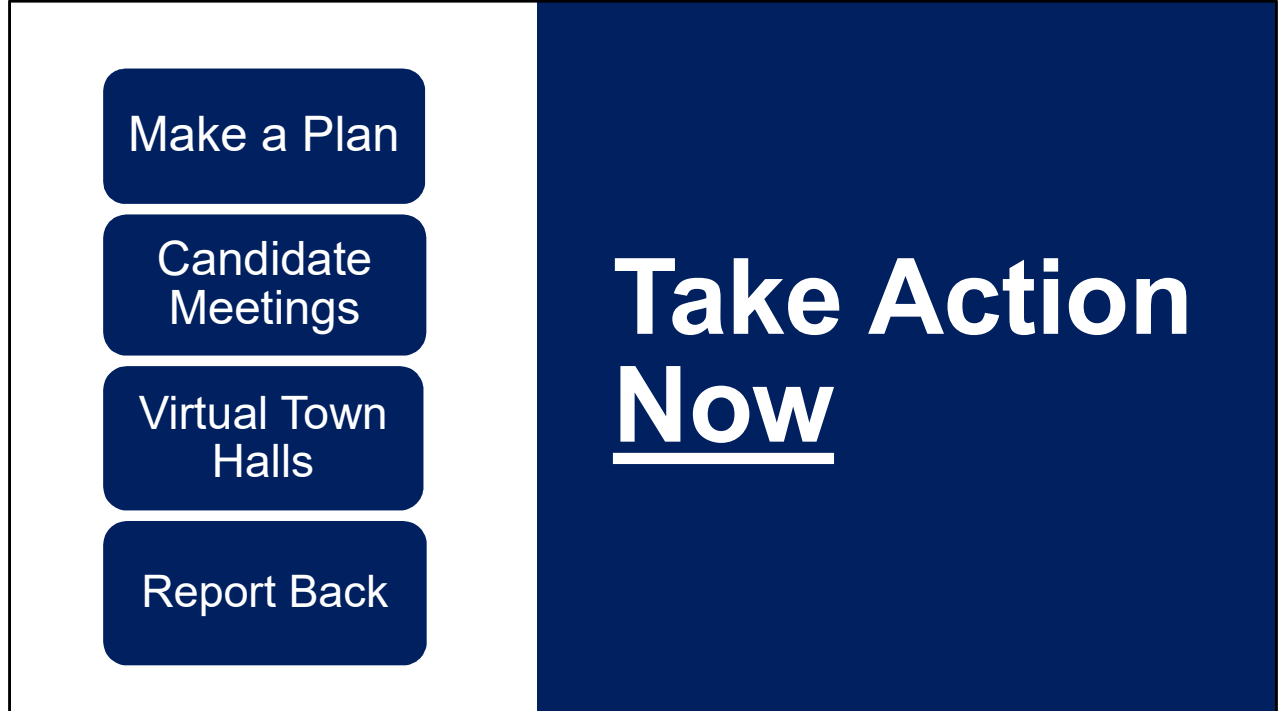
- Set up calendar that looks random. Monthly reminder, etc, to make sure that too much time doesn't slip by before you reach out.

It is crucial that our lawmakers hear from us regularly and that we build and maintain relationships with the lawmaker and the members of his/her staff. Frequently, this is done by making a call regarding a legislative ask, or delivering petitions, but here are some other ways to keep in touch with our elected officials:

- If you're a new Legislative Ambassador ask you ACT! Lead if there are any upcoming meetings with your Federal lawmaker you can attend.
- Set up an intro meeting with your state lawmakers or attend one of their office hours to begin building your relationship with them.
- Follow up all meetings with a thank you note or email.
- Send a card for special events to your lawmaker(s):

- Your Lawmaker's birthday
 - Thanksgiving
 - New Year's/ Winter Holidays
- Drop off/ email new ACS CAN reports/information:
 - How Do You Measure Up (End of Summer)
 - Annual Accomplishments Report (Spring)
 - Fact Sheets/ Development on campaign issues
 - Share exciting updates
 - Did your Letter to the Editor get published? Share a copy with your relevant lawmaker(s)
 - Thank them for co-sponsoring a bill, for taking a public stance, or after a big win
 - This could be via email, phone call, or written note
- Did your lawmaker support your ask? Invite them to an upcoming Relay or Strides event and ask them to talk about it!
- Attend a town hall meeting wearing ACS CAN gear---don't forget to snap a photo!
- Find one near you at www.townhallproject.com
- Ask your lawmaker's Health Aide/ Chief of Staff to grab coffee and get to know them better.
- Ask them how you can be helpful to them on pertinent issues
- Visit your lawmakers' local offices when they're not in session or when you know they're in town
- Invite them to join you at ACS CAN events in your area: Lobby Days, Interest Meetings, Hope Lodge outings whenever appropriate.

Get creative! The more your elected officials see/hear from you, the more they will come to lean on you and your team as the experts on the fight against cancer.



- Make a plan
 - Look up your federal and state lawmakers – SLA – Federal Senators; ACT! Leads – Federal Reps & LAs – State Senators and Reps. *NOTE: if you are a legislative ambassador and would like to meet with your Federal candidates for Representatives, please reach out to Melissa or your district lead. We want to make sure we coordinate

efforts to ensure we're not duplicating efforts.

- Look up their birthdays
- Decide what holiday's you want to send cards around...and get cards
- Do your research
- Candidate Meetings
 - Set up time to meet with ALL candidates right now!
 - These can be via video or phone call. Please don't set up in person meetings right now.
 - Share with them about ACS CAN
 - Share why cancer policy is important to you
 - Ask them where they stand on issues
 - If you would like talking points, meeting prep, or questions you can ask about their stances on specific issues, please reach out. We'll support you!

Can't get a meeting?

- Attend virtual town halls
 - Ask questions
 - Just listen
- Report back
 - AAC
 - Email to Melissa/Patti/or Mikala

WRAPPING IT UP

- **Questions?**
- **Next Call: September 23 at 7pm**



Our next call is September 23rd at 7pm. We look forward to talking with you all then.

Thanks for joining us tonight and don't hesitate to reach out if you have any questions.