



ACS CAN Empower Hour

Five easy steps to a successful ACS CAN Empower Hour:

1. Volunteers are the key to a successful ACS CAN Empower hour. You will need 1-3 volunteers to grab a clipboard and start walking the track during a designated time.
2. Before the ACS CAN Empower Hour starts be sure to set a goal. How many more ACS CAN members does your event need to accomplish your ACS CAN recruitment goal? What about recruiting 40 or more members to become an ACS CAN Club? Be sure to provide periodic updates on how many more new members you need to reach your goal with everyone at the event (see DJ announcements).
3. Work with your staff partner to make sure you have membership forms, stickers, clipboards, pens, banner, and social media photo props before the start of your event. Visit <http://www.fightcancer.org/relayforlife> to see all available materials.
4. The ACS CAN Empower Hour gives volunteers the opportunity to get up from behind the tent or table and proactively talk to Relayers. Volunteer canvassers will want to be prepared with a short personal story about why they are ACS CAN members and what membership can do to enhance the fight against cancer. Check out the 2019 ACS CAN Lead Handbook for help with developing your personal membership ask.
5. Be sure to celebrate your success by sharing the “Time for Action” stickers with new members, asking them to pose for a photo with a fun prop and post on social media using #ACSCAN, and announcing the progress made towards your membership goal during the ACS CAN Empower Hour.

ACS CAN Empower Hour DJ Announcements

(use these announcements during the ACS CAN Empower Hour to encourage participation)

- Welcome to the start of our ACS CAN Empower Hour! During the next 60 minutes, ACS CAN volunteers will be walking around the track to talk with you about ACS CAN. These volunteers will share their story and give you the opportunity to become an advocate for cancer patients and survivors. We have a goal of X number of members and need your help. Join today!
- ACS CAN is the most powerful movement of advocates committed to changing laws to help prevent, treat, and cure cancer and you have the chance to JOIN us! Look for our volunteers with the clip boards around the track for the opportunity to join ACS CAN. You will help us make sure Congress knows we want them to save more lives by increasing cancer research funding.
- The federal government is the top funder of cancer research and is the foundation of the nation’s cancer research efforts. This research offers hope for better treatment, early detection, and improved quality of life. Get involved TODAY! Look for our volunteers around the track to join ACS CAN. They have stickers, photo props, and clipboards. All they need is you!

- For as little as \$10, you can join ACS CAN and become part of the voice calling for more funding for life-saving cancer research by the federal government. Your membership and your voice CAN make a difference! Look for our volunteers around the track to join ACS CAN today! They have stickers, photo props, and clipboards.
- As our ACS CAN Empower Hour continues, be sure to find our volunteers with the clipboards and participate in our photo activity. They have a fun photo prop and you are encouraged to take a selfie and post it on Facebook or Twitter using #ACSCAN after you join or renew your membership!
- ACS CAN is an organization dedicated to giving the nearly 12 million cancer survivors in the United States a voice in the fight against cancer. These cancer survivors, their families, and loved ones live with the hope that cancer research could improve cancer screenings, treatments, and patient-centered care. Learn how you can ask Congress to put more funds into cancer research, it's easy... we promise.
- ACS CAN consists of cancer survivors, and people who care about cancer, who reach out to lawmakers about cancer research funding, smoke-free air legislation, and many other issues that impact the lives of cancer patients and their families. Become a member of our ACS CAN grassroots movement today and use your voice to fight against cancer in city halls, state capitols, and Congress. Our volunteers are making their way around the track to talk to you!
- If you have the ACS Fundraising App on your phone you can join ACS CAN easily right now! If you join through the app, please look for our Empower Hour volunteers to get your "Time for Action sticker" and participate in the photo activity. The Empower Hour will continue for the next X minutes! Join us now!
- Advocacy is part of what we do at the American Cancer Society and ACS CAN -YOU can help! Being an advocate simply means that you will use your voice in the fight against cancer to tell elected officials about our legislative issues. Being an advocate takes very little time and makes a tremendous impact! Look for our volunteers around the track to join ACS CAN today! They have stickers, photo props, and clipboards.
- As our ACS CAN Empower Hour is wrapping up, we want to thank everyone who took action and joined ACS CAN. We are excited to announce that we recruited X new ACS CAN members in the last 60 minutes. That means we (hit our goal/ are X away from our goal). If you would like to join us, stop by our Advocacy tent/ table at [insert location specific to event].

As a reminder, during an ACS event discuss our public policy and advocacy effort but do not discuss candidates for office. Events of ACS, as a public charity, cannot involve any activity related to CancerVotes or implied candidate electioneering activities