



# MA Cancer Advocacy Call May 27, 2020

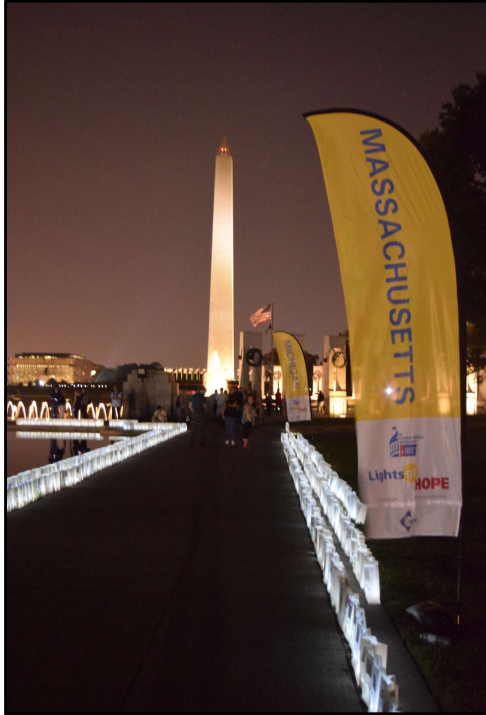
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Attendees:

# AGENDA

- Welcome and Roll Call
- Updates and Action Items
- Lights of Hope 2020
- Book Club Discussion
- Wrapping Up





## Updates & Action

- Diversity and Inclusion
- **Ambassador Action Center**
- **June Meeting**



### **Diversity & Inclusion:**

- As a cancer advocacy organization, our power comes from our volunteers. We know that in order to truly represent the districts we work in, our volunteer teams need to reflect the congressional district and overall state demographics. With this in mind, we are trying to get a base line of our current Massachusetts team. We have developed a survey that would help us collect this information. The information you share with us on this survey will only be seen by Melissa and our leadership volunteers to help us identify areas and groups that we need to reach out to and engage in our work. This survey is completely volunteer and you only need answer the questions that you are comfortable with. A link to the survey can be found in the slide above, as well as on our Legislative Ambassador home page and should only take about 3 minutes to complete. If you have any questions or concerns, please don't hesitate to reach out to Melissa at 508-834-4017 or via email at [melissa.stacy@cancer.org](mailto:melissa.stacy@cancer.org).

### **Ambassador Action Center:**

- Don't forget that everything you do, from social media posts to sending emails via our easy action system count. I know that many of you responded to the email

alert about the COVID19 packages, as well as a few other asks that national has sent out. Don't forget to log them!

- **Suggestion by Dan:** A lot of lawmakers are doing virtual Town Halls, either via Facebook Live or other ways. Joining one of them is a great way to hear what our lawmakers are focusing on! And yes, you can log your participation in them! 😊

**June Meeting Date and Topic:** Our next volunteer meeting will be June 24 at 7pm. We'll focus on the Global Cervical Cancer work.

**Update on a Question from the Sugary Drink Tax Discussion:** The Cranberry Growers have not weighed in either way regarding the proposed legislation.



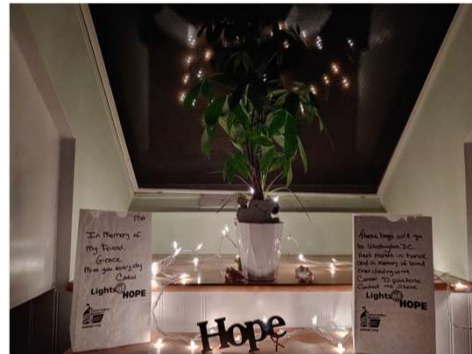
Welcome/thank you new logo

**Lights of Hope:**

- This is the 10<sup>th</sup> year for Lights of Hope! We encourage everyone to set up their page today by visiting [www.fightcancer.org/lights](http://www.fightcancer.org/lights). ACS CAN MA has set up their page (see the slide above) and will be using it to promote the event on social media starting next week. As you set up your page, please let Melissa know and she'll link your fundraising page to our state page, helping amplify your reach! And stay tuned! ACS CAN will holding a nationwide Lights of Hope Challenges in July and August.

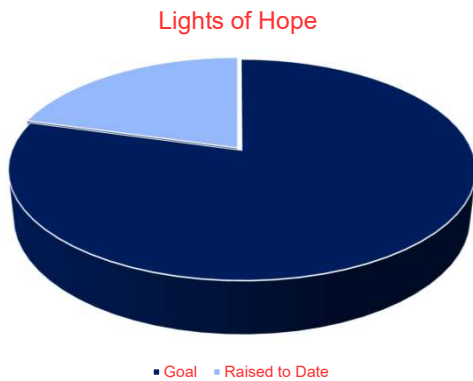
## Lights of Hope Across America Bringing Hope Home

- Safe for all
- Accessible to everyone
- Provide critical mission support
- Show off our large scale effort
- Bring us together even though we are apart



- Criteria for developing a plan was that the event be safe, accessible, critical mission support, showing off the fruits of our labor, togetherness even though we are apart
- After talking to many stakeholders we decided on a community based display with a live stream ceremony on September 12
- What we are asking people to do is a personal and individual display. This could be to display the bags they create on their stairs, street, courtyard, balcony, etc. We are not asking anyone pull a permit or use a public space. Most importantly we'll ask you to take photos and post on social media with special hashtags to help bring us all together. This is how we are going to Bring Lights of Hope Across America.

# 2020 Massachusetts Lights of Hope



- **Goal: \$15,000**
- **Raised to date: \$3,910**



- Our 2020 REVISED Lights of Hope Goal is \$15,000. We currently have raised almost \$4,000 to date. You all are rocking it!
- We'll update you each month on our progress to our goal!

## Resources and Logistics

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- [FAQ's](#)
- [Recognition](#)
- [Instructions](#)
- [Info sheet](#)
- [Coming soon](#)
- [Challenges](#)



Highlight important FAQ's – full sheet linked above

- This is not an event at your state capitol
- Everyone will be asked to make their own bags regardless of what you chose when you created your page.
  - Bags can be shipped directly to you
  - Email Melissa at [Melissa.Stacy@cancer.org](mailto:Melissa.Stacy@cancer.org) for either bags or a kit that includes membership forms. Remember, each donor can become an ACS CAN member with their donation. **\*\*Pro Tip:** While the donations you raise and enter online will be transferred to the Ambassador Action Center, the memberships don't get entered. Don't forget to go in each month and add them for the additional points!
- Opportunity to involve your community and donors who were unable to attend Lights of Hope in DC. This is our 10<sup>th</sup> year, so lets make this as huge as possible.

Recognition this year! – Linked above

- Still recognizing at \$200, \$500, \$1,000, top in state, and top ten (see document in email for all details):
- \$200+ virtual CANOpener – more details coming
- \$500+ window cling of the new logo



- \$1,000+ limited addition lapel pin

Instructions linked above and on MA Legislative Ambassador Home Page

Info sheet outlining the new process and ways you can get involved linked above

Coming soon:

- Social Media materials
- Public facing video celebrating 10 years

Monthly Challenges: - on Legislative Ambassador Home Page

- June - \*\*Suspended until further notice due to the social justice conversations taking place on social media.\*\*
- July
- August



## Bring Hope Home

- Massachusetts Challenge
- Who can participate
- Instructions
- Info sheet



Bring Hope Home is an opportunity to for ALL Massachusetts Legislative Ambassadors to participate in Lights of Hope. Info sheet linked above.

It's simple:

- Create and customize your fundraising page at [fightcancer.org/hope](http://fightcancer.org/hope).
- Ask friends and family to donate a bag (they start at \$10).
- Ask Melissa for bags
- Display your bags for the month on July 12<sup>th</sup> and August 12
- Take photos of them and post to social media tagging ACS CAN Massachusetts
- On September 12th display all your bags as part of hope across America



## Lights of Hope Donations

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**Online donations**

**Cash donations**

**Send checks & membership forms to:**

**Melissa Stacy, ACS CAN, 3 Speen St., Ste 250,  
Framingham, MA 01701**

**On check: ACS CAN MA Lights of Hope**

**On membership form: Society Key: 5PGJPQ**

**Ambassador Action Center: 1<sup>st</sup> of the Month**

**Coming Soon – Donation Processing**

Online donations are automatically taken

Cash Donations should be deposited by you and either donors name and info entered with your debit/credit card info made on the website or a check written out to ACS CAN and mailed with the membership forms to Melissa at the address above.

**IMPORTANT:** If you are sending checks and membership forms to Melissa please include the information above on the check and membership form.

A reminder that donations you raise and enter online will be transferred to the Ambassador Action Center, the memberships don't get entered. Don't forget to go in each month and add them for the additional points!

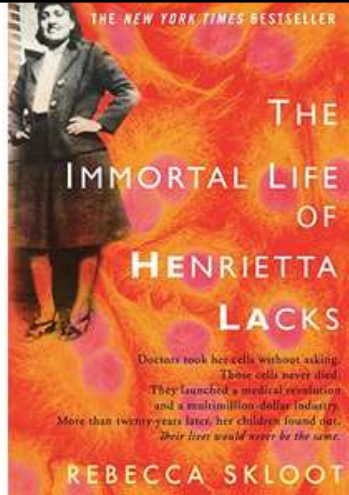


## What's next

- Set up your page
- May 28: Lights of Hope Fundraising Panel
- Plan your #BringHopeHome location
- Letter the Editor

### Next Steps:

- Set up your Lights of Hope page at [www.fightcancer.org/hope](http://www.fightcancer.org/hope)
- Email Melissa and request bags (for online donations only) or a Lights of Hope kit if you expect to collect checks/cash
- Plan your #BringHopeHome location
- Update and draft your letter to the editor



## Book Discussion