



MA & ME Cancer Advocacy Call September 23, 2020

Attendees: Dana, Brock, Steve, Matthew, Jenny, Lauren, Liz, Tim, Kate, Alice, Emily, Patti, Marisa, Carol C., and Nikki

AGENDA

- Welcome
- Updates and Action Items
- Reigniting Research Event
- Lights of Hope Update
- State Teams Discussion: Leadership Summit and Lobby Day



MIKALA:

Welcome everyone to the call.

REMIND Melissa to record the call and MUTE lines if she doesn't. 😊

Remind participants they can use the chat or they can unmute on the screen. If on the phone it's *6 to unmute their line.

Review the agenda

We will be splitting into state teams tonight as promised. Because this will be the first time, we're asking you to please be patient with the technology. It will be MUCH smoother if you have called in via your computer or tablet. For those of you that are on the phone, you will have to hang up when we split, and call in to the room via a different number. Melissa will provide those numbers right before we split, so here's your warning to get something to write with and on.

Now I'm going to turn it over to Patti to share some updates and action items!



Updates & Action

- Ambassador Action Center
- October Meeting
- Candidate Meeting Reminder
- Real Men Wear Pink
- ResearchERS



PATTI:

Ambassador Action Center:

- A reminder that all actions and points reset on September 1st, so don't be surprised if you log in and all your points from last year are gone. 😊
- Shout out to Emily, Dana, Kate, Patti, & Tim here in Massachusetts for logging actions in the Ambassador Action Center since our August call.
- A shout out to Jeff and Bethany in Maine for logging actions since our August call. Double shout out to Maine CD2 for being 10th in the country on actions logged, and Bethany Zell for being 9th in the country for actions logged.
- Don't have access to the Ambassador Action Center? Email Melissa (melissa.stacy@cancer.org) and she'll hook you up!

October Meeting Date and Topic: Our next volunteer meeting will be October 28 at 7pm. We'll be sharing updates then splitting into teams to talk about state specific outreach to new and returning lawmakers post election.

Candidate Meeting Reminders: In September we talked about ways you can do

research on your elected official or candidates in your area, and asked you to attend Town Halls or set up virtual meetings with candidates to share with them the work of ACS CAN and find out where they stand on priority issues. These two action items are great things that all volunteers can continue between now and November 3!

ACS Real Men Wear Pink: ACS is in the middle of fundraising for the Making Strides Against Breast Cancer event, and have an opportunity you might be interested in. We are looking for volunteers (men or youth of any gender) to commit to raising \$2,500 for ACS, promote the ACS mission on social media, and wearing pink every day in October. If you know someone who might be interested in this, please let Melissa know.

ResearchHERS Update: ResearchHers is a movement that shines a light on the incredible discoveries made by women and empowers women leaders to support the ACS's national research program, which funds some of the brightest female minds in cancer research. Simply put, it is fundraising by women, to support women-led research. Currently half of ACS's research grantees are women, with most of them early in their careers. Important to note, funds raised through this campaign will not be restricted to a particular cancer type, specific research project or a specific geographic region. All funds generated will support women-led research across all geographies and will support grants that provide the most promise for accelerating the fight against cancer.

We are currently looking to identify female ambassadors to support this campaign. These should be women with a network of support, who are able to commit to the personal fundraising goal of \$2500. Shout out to Dana, Emily, and Alice here in MA for already signing up! If you would like to join this campaign, or have a contact or two in mind that might be interested, please let Melissa know.

The story behind the pictures: Massachusetts and Maine volunteers virtually traveled to Washington DC last Tuesday to meet with our federal delegation. Pictured above is the Maine team and the Massachusetts team ready for their day on the hill. We'll be sharing updates and take aways from the time in our State breakouts.

Now I'm going to turn it over to Alice to share a bit about the Reigniting Research event and a few areas where we need your help!



Reigniting Research: A Call to Action to Advance Cancer Research and Innovation



Featuring a fireside chat with
National Cancer Institute (NCI)
Director Dr. Ned Sharpless

Monday, October 26

3:00 - 4:30pm EDT

A Free Virtual Event

Learn more & register to attend at
fightcancer.org/reignitingresearch

ALICE:

- On October 26 at 3pm, ACS CAN will convene stakeholders in federal cancer research funding to discuss the impact of COVID-19 on research, and the work needed to reignite cancer research. Dr. Ned Sharpless, Director of the National Cancer Institute will be joining us. ACS CAN will also be recognizing Senator John Keenan and Representative Danielle Gregoire for their work on passing first in the nation tobacco flavors ban legislation.
- Goal is \$400,000 and we're currently at \$310,000
- We would love your help without reach to potential sponsors, either an organization you may know or calling ACS CAN pre-identified potential sponsors. Sponsorship information can be found at www.fightcancer.org/reignitingresearch. Or email Melissa for the sponsorship packet and a list of potential sponsors.
- Please share the event with your networks
 - There is a Facebook event (<https://fb.me/e/5HpIVm2rf>) that you can share to your personal pages. A sample post is below. If you'd like to share on other networks, a graphic will be included in the email.

- This event is FREE and open to ANYONE nationwide. The registration deadline is October 22, so please start spreading the word.

NATIONWIDE LIGHTS OF HOPE



LightsOfHope
ACROSS AMERICA
BRINGING HOPE HOME



\$722,640 Total Raised
52,000 Lights of Hope
22,000+ Views of the event
1,800+ Twitter & Instagram

MIKALA:

A huge thank you to EVERYONE who raised money through Lights of Hope this year, and everyone who joined the live ceremony. We blew our state goal and our national goal OUT OF THE WATER!

Review slide statistics & thank everyone for their support

Our MA and ME teams created amazing displays the day of Lights of Hope and we'll share some photos with you when we break into state teams, as well as share where each state ended up.

STATE TEAM BREAKOUTS



MELISSA:

Now it's time to move into our State Teams. I'll be sharing specifics on how to do this momentarily. A few things to note: I'm going to stay in this room and provide support until everyone is able to move into their state specific room. We are not coming back together at the end. For the Maine team, Hilary S. will be moderating the call and sharing any Maine specific updates. For the Massachusetts team, Patti will get you started and I'll be joining as soon as everyone is set. Thanks to everyone for joining the joint call tonight!

For those of you that have joined via computer – I'm putting the link to the rooms in the chat. Find the Massachusetts or Maine Room and click the link to join.

For those of you that have joined via phone, you will need to hang up and call in to the number I'm about to give you.

For Maine: the phone number is

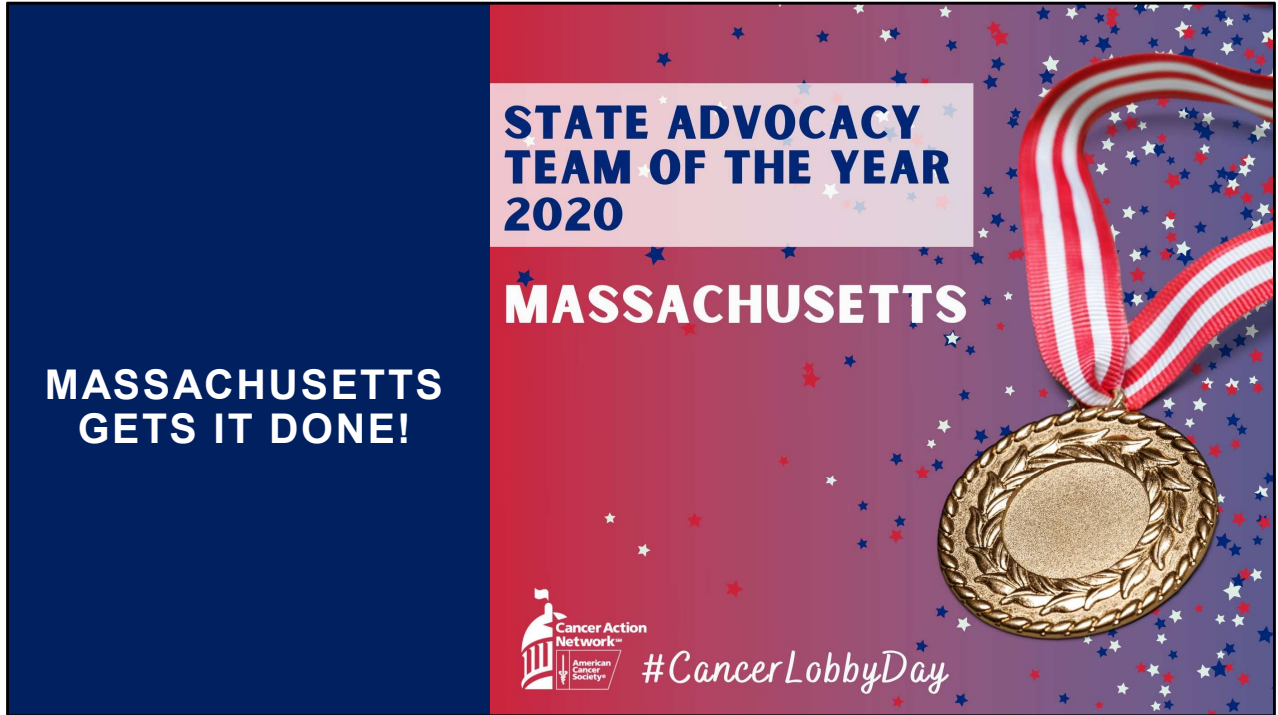
For Massachusetts: the phone number is

Got it? Ok, everyone break!



PATTI:

Welcome MA team. We have LOT to celebrate tonight! 😊



You all ROCKED it! Congratulations for being the ACS CAN 2020 State Advocacy Team of the Year. We are so incredibly proud of you!

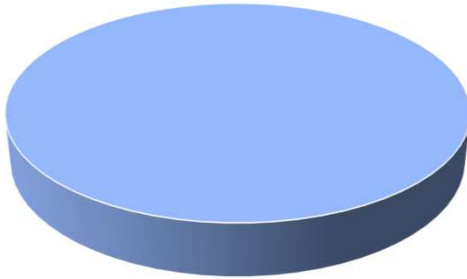


MELISSA – if on. 😊

We're were also super excited to see both Rep. Gregoire and Senator Keenan recognized for their leadership on the passing of our comprehensive flavored tobacco legislation last fall. They both received the national distinguished advocacy award, our highest honor for state lawmakers. They were tireless leaders, and we are so thankful for their work.

2020 Massachusetts Lights of Hope

Lights of Hope



■ Goal ■ Raised to Date

- **Goal:** \$15,000
- **Raised to date:** \$28,559.20



PATTI:

- Our Massachusetts 2020 Lights of Hope Goal is \$15,000. We currently have raised \$28,559.20!! Not only has the Massachusetts team exceeded their Lights of Hope goal, we've also reached and exceeded not only our overall fundraising goal of the year, which was set at \$20,000, you exceeded the stretch goal! You all are AMAZING!!
- Thank you to Alice, Dana, Patti, and Kate – our Massachusetts Grand Champions of Hope – raising over \$1,000 each
- Shout out to Dana and Kate for being in the national Top 10! Awesome job!!



MASSACHUSETTS LIGHTS OF HOPE

Massachusetts LOH Photo Displays



MASSACHUSETTS LIGHTS OF HOPE

Massachusetts LOH Photo Displays



Leadership Summit and Lobby Day Recap

- Nice to have a new ask around the Henrietta Lacks Cancer Research Enhancement Act.
- Sharing our story makes the difference when talking with lawmakers
- Research Asks went over well
- District leads will follow up on asks. If you would like to be part of this, please talk to your district lead or let Melissa know.
- Leadership Summit and Lobby Day materials and asks can be found at www.fightcancer.org/leadershipsummit.

WRAPPING IT UP

- Questions?
- Next Call: October 28 at 7pm



PATTI and MELISSA

Our next call is October 28th 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.