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**ACS CAN Guide to Pride**

**Tips for Engagement**

Thank you for volunteering with ACS CAN at your local Pride event. ACS CAN is participating in more than 50 Pride events this year, allowing us to engage with a community that carries a disproportionate burden of cancer.

This guide includes tips, information, and resources to prepare you for success.

**3 Main Goals at Pride**

1. Boost our presence in LGBTQ+ communities
2. Recruit volunteers
3. Promote an online action that reduces health disparities

**History of Pride**

For more than five decades, Pride Month has been celebrated in June across the United States. Festivities, parades, and events have been organized to honor and celebrate LGBTQ+ voices and experiences while also highlighting the issues and injustices the community still faces. Learn more about [the origins and history of Pride](https://www.unifrog.org/know-how/the-history-of-pride).

**Before the Event**

* If you are a lead volunteer, be sure to connect with ACS staff and/or volunteers to see if they are participating and if there are opportunities to collaborate.
* Connect with your staff partner and/or lead volunteer(s) for details, logistics, schedule, etc.
* Review [An Ally’s Guide to Terminology](https://www.glaad.org/sites/default/files/allys-guide-to-terminology_1.pdf) for an overview of essential vocabulary, terms to avoid, and a few key messages for talk about various issues important to the LGBT community.
* Check out the [ACS CAN Pride page](https://www.fightcancer.org/acs-can-pride-materials) for all the available materials, downloads, and event-related items.
* The digital action for Pride is a petition supporting FDA’s proposed ban on menthol cigarettes and flavored cigars. The QR code and text-to-action number are included on the Print on Demand Action one-pager.
	+ Sign the [petition](https://www.fightcancer.org/actions/fda-eliminate-menthol-cigarettes-and-help-save-more-lives-cancer) yourself so you are familiar with the language.
	+ Check out ACS CAN’s [Menthol Cigarettes and Flavored Cigars site](https://www.fightcancer.org/what-we-do/menthol-cigarettes-and-flavored-cigars) to learn more about how these products [impact the LGBTQ+ community](https://www.fightcancer.org/policy-resources/big-tobacco-targets-lgbtq-community).
* Rehearse your attention catching opening line to interact with people that approach the table. If you feel comfortable, share your pronouns when introducing yourself.
	+ Check out [Pronouns Matter](https://www.mypronouns.org/) for more information.

**At the Event**

* Keep it simple! Don’t plan an elaborate activity. Too much is too much! Petition collection, handing out stickers, and talking to potential volunteers is enough.
* Wear your ACS CAN Pride t-shirt or your ACS CAN polo shirt.
* Use the ACS CAN Inclusive Pride Logo Flag to make your table stand out.
* Have plenty of the Print on Demand Action one-pagers displayed for easy scan access.
* Make sure your give-away(s) are visible to draw people to your table.
* Have quitting tobacco and cancer-related resources available, as many may stop and tell you their story and their needs.
* Use social media to build visibility and relationships
	+ Follow and/or like the Pride event you are attending
	+ Like and reshare the Pride event’s posts
	+ “Check in” at the Pride event you are attending
* Take photos and share them on social media
	+ Tag @ACS CAN
	+ Tag the Pride event’s page and/or organizers
	+ Use hashtags: #Pride, #Pride2022, and #PrideMonth
	+ Post in the ACS CAN Connection Facebook Group

**After the Event**

* [Share your Pride pictures](https://www.fightcancer.org/send-us-your-pride-event-photos) and tell us all about your event.
* Share your photos in the ACS CAN Connection Facebook Group.
* Follow up with any people, groups, or organizations you connected with during the event.
* ACS CAN will be sending a series of welcome emails to anyone that signs the petition during Pride events.