

ACS CAN Guide To Pride



Introduction

Thank you for volunteering with the American Cancer Society Cancer Action Network (ACS CAN) at your local Pride event. ACS CAN is participating in nearly 80 Pride events this year.

We want to recognize that the current LGBTQIA+ legislative and policy landscape federally and throughout the country is impacting and influencing how ACS CAN is participating in Pride events. Through thoughtful conversations with the [ACS CAN LGBTQIA+ & Allies Engagement Group](#), staff and volunteers have shared concerns, advice, and direction as we navigate how to deepen our allyship to our local LGBTQIA+ communities.

This guide includes tips, information, and resources to help you prepare for a successful Pride event.

Goals for Pride

Considering your local landscape and based on conversations with your local LGBTQ+ partners and our national partner Cheeky Charity, the goal(s) of each event may differ. Some goals may include:

1. Showing up! Demonstrate ACS CAN's support of and allyship to LGBTQIA+ community.
2. Networking with other participants including LGBTQIA+ groups and other community-based organizations.
3. Promoting a relevant local, state, or federal online action.
4. Promoting Cancer Votes* and/or Voter Registration. See the [Cancer Votes Pride Toolkit](#)
**Please note that events including Cancer Votes promote require adherence to legal requirements. If you are a lead volunteer or staff member, ensure you have the information you need.*

History of Pride

For more than five decades, Pride events have celebrated and recognized the impact that lesbian, gay, bisexual, and transgender individuals have had on history locally, national, and internationally. Festivities, parades, parties, workshops, symposia, concerns, and events are organized to honor and celebrate LGBTQ+ voices and experiences while also highlighting the issues and injustices the community continues to face. Learn more about [the origins and 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 (for non-Cancer Votes events).
- Connect with your ACS CAN staff partner and/or lead volunteer(s) for details, logistics, schedule, etc.
- If you are a lead volunteer, connect with Cheeky Charity for non-Cancer Votes events.
- Review [An Ally's Guide to Terminology](#) 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](#) for all the available materials, downloads, and event-related items.

- If a federal action is one of your goals, share the Protect Cancer Cures online petition. The QR code and text-to-action number are included on the Print on Demand Action [one-pager](#) and [flyer](#).
 - Sign the [online petition](#) yourself so you are familiar with the language.
 - We are tracking the QR code and text number on the flyer to measure impact.
 - We will update the petition flyer if the ask should change during Pride season.
- 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](#) for more information.
 - Wear a button/pin (provided by ACS CAN) or nametag with your pronouns.

At the Event

- Keep it simple! Don't plan an elaborate activity. Too much is too much!
- Wear your ACS CAN Pride t-shirt, ACS CAN shirt, or Cancer Votes Pride shirt.
- Use the ACS CAN Inclusive Pride Logo Flag to make your table stand out.
- Make sure all volunteers are familiar with goals of your Pride event, materials/resources/swag available, and any online actions.
- If you have a digital action, have the text to action and/or QR displayed for easy 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.
- Be friendly, social, and invite people to your booth. High energy = high traffic. AND protect your peace, take breaks when needed.
- Network with other vendors and participants. Pride is a great opportunity to build new and foster existing relationships and partnerships.
- Use social media to build visibility and relationships
 - Follow and/or like the Pride event you're attending
 - Like and reshare the Pride event's posts
 - "Check in" at the Pride event you're attending
- Take photos and share them on social media, if you feel comfortable
 - Tag @ACSCAN and your ACS CAN state accounts
 - Tag the Pride event's page and/or organizers
 - Use hashtags: #Pride or #Pride2026 or #PrideMonth or #CancerVotes (for CV events)
 - Post in the [ACS CAN Connection Facebook Group](#)

After the Event

- [Share your Pride pictures](#) 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 send an email to anyone that signs the Protect Cancer Cures online petition at Pride events.