



## 2021 LS&LD ACT LEAD BASICS – NOTES

*These notes have been compiled from various sessions of this breakout, including the most recent one held on 10/5/21 - we hope they will give you some great idea to try in your districts!*

### Impacting Lawmakers (How we build relationships with lawmakers at every level):

- Develop relationships with staff members in local, state and federal offices (including Washington DC and in district offices) and introduce yourself to any new staff you see or meet with in their office
  - Get together as a group in your district and meet with the lawmaker
- Get to know your local government officials and discuss local/ state ACS CAN legislative priorities
- Federal recess activities -make sure to use all federal recesses as an opportunity to further develop your relationship with your member of Congress - remember to take pictures!
  - When your district group meets post a pic (even if virtual) and tag your lawmakers on social media
- Find personal connections with your lawmakers – follow them on social media, look at district analysis
- Throughout the year:
  - Email, call & visit your elected officials' offices
  - Send holiday & birthday cards to staff and elected officials
  - Bring **food and goodies into local offices** as a treat for staff and to further develop that relationship
  - Sign up for your legislator's emails and all social media sites, check their online calendars.
    - Attend events and town hall meetings, coffee chats, etc. where you know they will be and be prepared to ask a question
- Research background of lawmaker/ complete a power analysis- know who they are, what their interests are, committees they serve on - check to see if you have a connection to your lawmaker
- Tie your "asks" into other issues they care about
- Share your personal story and connection to cancer with them – ask them to share theirs
- Participate in State Lobby Day (or virtual state lobby day) as a relationship building opportunity
- Approach lawmaker in a bipartisan way and thank them for their support on any of our issues thank them often!
- Social media – like their pages and follow them (Facebook, Twitter, Instagram), tag them so they see your relevant posts, comment on their posts
- Ask state legislators to dedicate a Light of Hope or participate in a local ceremony (*once safe to do so*)- check in with staff partner for guidance
- Ask friends to take action on an alert...gets the word out to legislators and adds them to our network, win-win!

### Building Your Team (How we grow the organization):

- Circle of Influence process to brainstorm around people you know personally who have a connection to cancer (family, friends, colleagues) and invite them to join you as a volunteer
- External recruitment: Outreach to clubs/ groups, area businesses, political groups, alumni groups for local colleges, parent groups at schools, churches, universities, cancer centers and hospitals, community events
  - Groups you already belong to are an easy ask!
  - Attend local events that draw many people to promote awareness, interest and recruit.
  - Diverse groups are especially great to get involved (black sorority groups were mentioned)

- Colleges – reach out to Political Science classes and schools of Public Health – volunteering with ACS CAN is a great resume builder!
- Invite like-minded and passionate people to join you as a volunteer
- Internal recruitment: Present ACS CAN information to RFL, MSABC and Gala volunteers to get them involved
- Share your personal story to bring in more people
- Invite people to join you at an advocacy event to help them understand what ACS CAN does (*when safe to do so*)
- Work with your staff partner to contact former ACS CAN members and very active advocates in your district to see if they want to get more involved
- Recruit members AND legislative ambassadors from Relay For Life and MSABC
- Reach out to your Lights of Hope donors and ask them to get more involved
- Use online resources to recruit members:
  - Volunteermatch.com, Idealist.com, LinkedIn, social media, etc.
- Tables at health fairs, women’s expos, schools for recruitment efforts (*once it is safe to do so*)
- Get to know your American Cancer Society staff (Mission, hospital systems, income development)- meet with them, speak at their meetings, integrate advocacy into their events

**Media (How we make sure we are amplifying our voice):**

- Establish relationships with journalists at various media outlets
- Local newspaper- LTE’s, Op Ed’s, editorial board visits, press releases after events
- Social media (Facebook, Twitter, Instagram)
  - Share ACS CAN national and state page posts/ tweets often and use as a recruitment tool
  - Create videos on social media with calls to action and personal stories - use a hashtag/ tag lawmakers
  - Follow your elected officials on all social media channels
  - Ask team members / volunteers for their stories, **tag** their lawmakers and reshare/ retweet
- Radio talk shows on legislative priorities
- Local recognition events or virtual events
- Yard signs
- Town halls/ virtual town halls- some get media coverage including local papers
- Invite title holders to events to gain media attention (pageants, award winners, honorees)
- Chamber events/ virtual events
- You tube

**Fundraising (How we pay for all we do):**

- **Laughter CAN Cure comedy show (Ohio)** - originally an in-person event but held virtually last two years
- in-person **Winner’s Circle Bingo event (West Virginia)**- with some great prizes, 50/50 drawing and a meal for a \$30 admittance fee. They are promoting it through Facebook and their local paper.
- **Virtual crafting class (Ohio)** on holiday name tags/package decorations, craft supplies were mailed to the attendees prior to the event
- ACS CAN Memberships through Relay For Life (RFL), Making Strides Against Breast Cancer (MSABC), personal connections (family, friends, colleagues)
- CANraiser has great resources for creating your own, personal fundraisers very easily (host a small house party, donations for birthdays or survivor anniversaries) – share your page link everywhere

- Zoom parties! Invite friends and family to a Zoom party- give it a theme to make it fun and ask everyone to join ACS CAN for a minimum \$10 donation before the call ends (share donation link in chat box of call)
- Henrietta Lacks (or other) movie watch party on Zoom- ask participants to join ACS CAN before movie ends
- Lights of Hope – ask everyone you know to purchase at least one bag, follow-up with those you do not hear from AND ask local businesses to be a sponsor (there are lots of levels for sponsorship opportunities)
- Sew and sell face masks
- Ask family and friends to donate to ACS CAN when we have a policy win (join us!) or a policy loss (we need you now more than ever!)
- Ask your staff partner for ACS CAN Volunteer Fundraising toolkit if you have not received it yet
- Approach local businesses for donations (virtually)
- Incentives for donations (ACS CAN does have a membership sheet with incentives for various donation levels)
- Ask! You won't get anything if you don't ask. Most people donate simply because someone asked them
- Ideas for small events:
  - Get out of jail, Happy Hour for Hope, House party, Food competition, Talent show, “ACS CAN nights” at local businesses where a portion of the money brought in that night goes to ACS CAN, athletic events –  
*(all virtual until safe to have in person events)*