**Volunteer Team Building/Ambassador Recruitment Email Resources:**

The sample emails below are suggestions for delivering recruitment messaging via email. Take a moment to think about what type of message and initial volunteer opportunity would resonate with your contact, friend, co-worker etc. Next, personalize the email to your individual situation, goal, state, and/or campaign. Remember the most powerful messaging is real, heart-felt and personal. Have fun and get creative!

**Email 1: Someone you know**

Subject: I need your help, (your friend’s name)

Subject: (Your friend’s name), I need to ask you something.

Just last week, I was joined by volunteers from across (your state) and the country calling on members of congress to make cancer a top priority. I know you may see the pictures of me attending our Lobby Day on social media, but I wanted to take a moment to tell you about it.

**Personalize your message here. Example**: *I started volunteering with ACS CAN after my sister-in-law’s best friend Sue was diagnosed with small cell lung cancer. For months I watched this vibrant 28-year-old woman fight to stay alive. I gave my sister-in-law pep talks and tried everything I could to remain optimistic. How could someone so young receive a diagnosis so dire?*

*Since joining ACS CAN, I have shared my story with lawmakers as an example of why cancer research is so important. We couldn’t save Sue, but maybe our efforts for sustained increases to the cancer research funding at the National Cancer Institute can make a difference for someone else’s best friend.*

I share this with you because sometimes the hardest part is understanding how your story can make a difference. I want you to join me in helping our friends and neighbors who will face a cancer diagnosis by sharing your story with our lawmakers. Yes, your story can make a difference and I will be with you every step of the way and promise this amazing group of ACS CAN volunteers is here to help you make a difference.

Let me help you share your story with (your state) lawmakers and join me for the (your state) 2022 Cancer Action Day. (register here)

**Email 2: A potential community partner for state priority – Great post LS&LD message to community partners**

Dear xx,

It’s simple. (Your state) ACS CAN needs your partnership.

In (your state), we are committed to making fighting cancer apriority.

**(Work with your state staff to identify a recent win or campaign goal)** *Example: Recently, people across the state raised their voices and shared their cancer stories to help increase the funding for the National Institutes of Health which will help fund the next big cancer breakthrough. In order to build off this momentum, we need to increase our circle of influence. Across the state, volunteers called Legislative Ambassadors who care deeply about winning this fight, are waiting on you to help them make more of a difference. These people, my friends, do some of our most rewarding work in the fight against cancer by taking this fight directly to the halls of government.*

I would like to invite you as a (pillar, leader) of/in our community to learn more about how we can partner together, please let me know if there is a time where we can connect and discuss how together we can make a difference for (your states” cancer patients.

Thank You,

Your name

ACS CAN Volunteer