

2022 ACS CAN SLA Summit

Denver  April 29 – May 1

Breakout Sessions

draft 4/13/2022



Saturday

2:00-3:00pm

State Campaigns and You

Carter Steger and Lori Davies

In this session you will learn all about how our priority state issues are determined, and how volunteers can engage in our state campaign work and lead successful tactics.

Storytelling with Heart

Tomica Smith and Priscilla Cabral

Do you have a story to tell? By telling your personal cancer story in a compelling, heartfelt way, you can move lawmakers and the public (through the media). Come learn how!

Resources You Can Use

Lauren Coatoam, Rachael Eerdmans, Audrey Miller

This session will introduce you to three terrific resources you should be using regularly: our new Volunteer Home Page, our updated Ambassador Action Center, and our Lights of Hope Resource Page.

Salesforce Learning Lab

[STAFF ONLY]

Hillary Clarke and Emily Hall

Bring your laptop and follow along as we demonstrate some of the key ways that GRMs are using Salesforce and the Volunteer Community to manage volunteer teams, recruit for legislative campaigns, and set and achieve recruitment goals.

Saturday

3:30-4:30pm

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Leading and Motivating Your Team

Patti Bossert and Marc Mazza

Join us for helpful tips and tricks on leading, motivating and empowering your team through effective communication, goal setting, and impactful activities. Join this session to learn how to coach your team to success!

Fundraising Back to Basics

[STAFF ONLY]

Pam Traxel and Molly Waite

We'll cover ways to start the conversation and engage all types of volunteers in fundraising throughout the year. You'll leave this session with more confidence and specific ideas for getting your volunteers motivated.

Sunday

10:00am-11:00am

Health Equity: Building Authentic Relationships

Leslie Ferreira and Jacqueline Beale

Discuss challenges, successes, tips and opportunities for building trust and authentic relationships with diverse volunteers, communities, organizations, and groups that experience cancer disparities.

Health Equity: Who's at the Campaign Table?

Lance Barbour and Britta Babel

Discuss the importance of inviting and engaging diverse partner organizations to be part of our campaign plans and activities. Hear some best practices from the field around working with non-traditional partner organizations.

Health Equity: Engaging Diverse Partners in Media Tactics

Trista Hargrove and Kyle DeLeon

Discuss ways to broaden media opportunities for and visibility of our campaign issues and priorities by engaging diverse partner organizations in earned, paid, and social media activities.

Hacks to Nail Your Remote Media Interview [STAFF ONLY]

Priscilla Cabral

Media interviews are tough enough, but remote interviews can bring entirely new challenges, as well as opportunities. Learn and put into practice everything you need to know to ace a Zoom interview, from lighting, background, and set up, to interview best practices.