



Lights of Hope Employee Engagement Toolkit

American Cancer Society Cancer Action Network

Thank you for helping us save lives!

The American Cancer Society Cancer Action Network (ACS CAN) makes cancer a top priority for policymakers at every level of government. ACS CAN engages volunteers across the country to make their voices heard to ensure that our cities, our states, and our nation adopt evidence-based policies that improve the lives of people with cancer and their families. We believe everyone should have a fair and just opportunity to prevent, detect, treat, and survive cancer.

Since 2001, as the American Cancer Society's nonprofit, nonpartisan advocacy affiliate, ACS CAN has successfully advocated for billions of dollars in cancer research funding, expanded access to quality affordable health care, and advanced proven tobacco control measures.

We stand with our volunteers, working to change public policy to end cancer as we know it for everyone.

Cancer Research Funding

Access to Healthcare

Cancer Prevention

Menthol Cigarettes & Flavored Cigars

Medicaid Covers Us

Patient Quality of Life

Tobacco Control

Reducing Health Disparities



“

The American Cancer Society Cancer Action Network is able to advocate for evidence-based public policies to reduce the cancer burden for everyone because of YOU, along with other partners across the country. Thank you for your help in supporting our mission. Your compassion is easing the cancer burden and inspiring hope, and we couldn't do what we do without you.”

Lisa A. Lacasse
President



Getting Started

Step 1: Select a Company Liaison(s) for the project

- This can be more than one person, you can even create a small internal committee. This person or team will work closely with the ACS CAN representatives and be the internal champions for the project.

Step 2: Decide how your company will participate

- Will you host an on-site activation for your employees? If so, determine a tentative date for the event.
- Will you host smaller activations or multiple company locations?

Please note that each company will receive bags and lights for onsite activations.

Step 3: To get started, send the information above to Molly Waite @ molly.waite@cancer.org & we will follow up with next steps.

Lights of Hope One Pager

Engage your team, demonstrate your impact, and stand with us in the fight against cancer!

What Is Lights of Hope?

Lights of Hope is the signature annual fundraiser of the American Cancer Society Cancer Action Network (ACS CAN) — now in its 16th year. Each “Light of Hope” represents a personal cancer story: a survivor, someone currently in treatment, a caregiver, or someone we’ve lost.

Why Partner?

- Engage Your Employees
 - Invite employees to decorate Lights of Hope bags by honoring or remembering someone impacted by cancer.
 - Strengthen team morale through a shared, meaningful experience.
- Amplify Your Impact
 - All proceeds support ACS CAN’s advocacy efforts to eliminate cancer disparities and champion policies that improve prevention, detection, treatment, and survival for everyone.
 - Showcase your company’s commitment to ending cancer—as a disease and as an inequity—for all.
- Enhance Visibility
 - Your company’s name and logo featured alongside other leading businesses at the collective Lights of Hope event on **EVENT DATE**.
 - Positive brand alignment with a respected national organization and a powerful community-centered story.

How It Works

- Commit & Promote
 - Share campaign materials and dedicated company page link with your team and your network.
- Decorate
 - Employees get Lights of Hope bags, markers, stickers, ribbon, and other decorating supplies on-site or virtually.
- Collect & Display
 - ACS CAN delivers blank bags and LED lights.
 - Companies secure “weights” (e.g., sand, stones) to keep lit bags in place at dusk.
- Collective Event (**Date**)
 - Decorated bags from all participating employees are displayed together, creating a powerful visual tribute across Denver.

Partnership Benefits

- Deepen employee engagement through volunteerism and storytelling.
- Demonstrate corporate social responsibility in local and advocacy communities.
- Align with ACS CAN’s mission to bring about policy change that benefits all those affected by cancer.
- Receive recognition in event marketing, onsite materials, and post-event communications.

For partnership details, materials, or to confirm your participation:

Contact Molly Waite

Email: Molly.Waite@cancer.org

Together, we can shine a Light of Hope—and help end cancer as we know it, for everyone.

Timeline & Planning

Planning

(3-6 months before event)

- Determine Employee Display Date and location/or participation in larger event
- Select Internal Champion, and form a small planning committee if needed

Event Preparation and Execution

(1-2 weeks before event)

- Review Event Planning Checklist
- Assign tasks to team members
- Follow up on action items leading up to the day of the event

Communication and Outreach

(1-2 months before event)

- Review and Update Communications Templates
- Review and Customize social media templates
- Request additional resources and templates from the ACS CAN team as needed

Celebration and Wrap Up

(Immediately following event)

- Send Thank You Communications as shared in the communication templates
- Highlight the success of the initiative to your team

Event Planning Checklist

1. Initial Planning

- Determine event date and time
- Confirm onsite venue/location (indoor or outdoor)
- Estimate number of attendees
- Identify event lead/point person – form a small committee if needed
- Coordinate with ACS CAN representative to confirm:
 - Delivery of Lights of Hope bags
 - Lights for inside the bags

2. Communication & Invitations

- Send a “Save the Date” (email and/or calendar hold)
 - Follow up with a formal invitation + RSVP link
 - Include purpose of the event and link to purchase bags
- Personalize communications templates
- Promote on internal channels (e.g., intranet, Slack, Teams)

3. Agenda & Program

- Update sample event agenda
- Invite any internal speakers or storytellers
- Build in time for bag decorating, photos, and reflection

4. Supplies & Equipment

- Decorating supplies (markers, stickers, ribbon, glue, stencils, etc.)
 - If the display is outside, we recommend permanent markers to withstand weather
- Weights for bags (e.g., sand, rocks, bean bags, gravel, canned food—something safe and stable)
- Tables and chairs for decorating stations
- Tablecloths (optional, but good for cleanup and branding)
- Trash/recycling bins for cleanup
- Lighting setup if the event is in the evening
- Music or PA system for announcements or ambiance

Event Planning Checklist

5. Audio/Visual Needs

- Microphone/speaker for remarks (if applicable)
- Camera or phone for photos and video
- Set up a photo area or backdrop (optional)
- Identify someone to capture content during the event

6. Volunteer Support

- Recruit volunteers to help with:
 - Setup and breakdown
 - Decorating supply stations
 - Welcoming guests/check-in
 - Clean-up

7. Day-Of Logistics

- Arrive early for setup
- Test lights and audio
- Set up decorating stations
- Have a printed event agenda and checklist
- Print any scripts or talking points for speakers; put in a binder for easy access
- Assign someone to be the point of contact for day-of questions

8. Post-Event

- Take down bags if needed or store safely for future display
- Thank volunteers and attendees
- Share photos and highlights internally (email, intranet, Slack)
- Send follow-up communication including:
 - Impact recap
 - Link to any shared albums or videos

Display Tips



WEIGH DOWN THE BAGS

If your display is outdoors, ensure you have something to weigh down the bags. Suggestions include sand, rocks, marbles, or canned goods.



LIGHTS

If you set up the display indoors or during daylight hours, there is no need for lights. If you want to 'light' the bags, we will provide you with reusable lights to put in each bag to illuminate them.



LANDMARK LOCATION

Is there a landmark location that is important to your organization? Be sure to choose a spot that will accommodate your team and that will allow for a meaningful Lights of Hope Ceremony.





Communication Templates for Company Hosted Activations

Announcement

Subject: Announcing [COMPANY NAME] "Lights of Hope" Initiative

Dear Team,

I am thrilled to announce our upcoming company initiative, Lights of Hope. This meaningful campaign invites us to unite in support of the American Cancer Society Cancer Action Network. *As the official (State name) State Premier Sponsor for Lights of Hope*, we have the opportunity to honor those who are bravely fighting cancer, celebrate the survivors, and remember those we have lost.

This summer, we will host a special event where we will gather to decorate and display our Lights of Hope bags. This ceremony will be a chance to come together, reflect, and show our collective strength and compassion.

I encourage everyone to participate and contribute to this important cause. More details on how you can get involved will be shared soon.

Thank you for your support and dedication.

Warm regards,

[Your Name]
CEO, [Company Name]

Participate Today!

Subject: Join Our “Lights of Hope” Campaign

Dear Team,

I’m excited to invite you to take part in our Lights of Hope campaign, supporting the American Cancer Society Cancer Action Network (ACS CAN).

Here’s how you can get involved:

- Request Lights of Hope bags to decorate – each bag represents hope, remembrance, and strength. You can personalize and decorate your bag with messages, names, photos or artwork.
- Encourage your colleagues to participate and decorate bags together—we’re all in this together!
- Reach out to (company rep) for supplies on decorating the bags.

This campaign will culminate in a company-wide Lights of Hope event on [insert date], where we’ll gather to decorate more bags, reflect as a community, and celebrate the impact we’re making together.

Let’s shine a light together. Thank you for bringing your generosity and heart to this meaningful cause.

With gratitude,
[Your Name]
CEO, [Company Name]

Upcoming Event Reminder

Subject: Lights of Hope Update

Dear Team,

Mark Your Calendar:

Join us for our company-wide Lights of Hope event on [insert date], where we'll come together to decorate the bags, reflect, and celebrate the difference we're making together.

Decorate Your Lights of Hope Bags:

Lights of Hope bags represent hope, remembrance, and strength. You can personalize and decorate your bag with messages, names and photos of loved ones who have survived cancer or remembers those we've lost.

To Make a Donation:

[Insert link or instructions here – e.g., "Visit [link to company page] to make a personally meaningful donation."]

Thank you again for being a part of this inspiring campaign. Let's keep shining our light and supporting this important cause!

With appreciation,
[Your Name]
CEO, [Company Name]

Event Recap, Closing & Impact

Subject: Lights of Hope – Event Highlights

Dear Team,

Thank you to everyone who joined us for our Lights of Hope event—what a powerful and inspiring moment for our company community. Your presence, energy, and stories reminded us all why this campaign matters.

A special thank you to our speakers who shared personal reflections and insights that made the evening so meaningful:

- [Insert Name], [Title/Connection]
- [Insert Name], [Title/Connection]
- [Insert Name], [Title/Connection]

We've captured some beautiful moments from the event—[Click here to view photos] [or insert link or location where photos are stored/shared].

Throughout the campaign, so many of you shared personal reasons for participating—stories of loved ones bravely facing cancer, of survivors among us, and of those we continue to remember. Your stories brought light and meaning to every part of this effort.

Seeing our team come together to honor, reflect, and take action was incredibly moving—and a reminder of what we can accomplish when we unite around a cause that touches so many lives.

On behalf of our leadership team, thank you for being part of this journey. Your support helps power the advocacy, research, and hope that ACS CAN delivers every day.

Let's continue to keep making a difference—together.

With appreciation,
[Your Name]
CEO, [Company Name]

Sample Social Media Content

Facebook

Announcement

🎉 As the State Premier Sponsor, We're excited to launch our "Lights of Hope" campaign in partnership with the American Cancer Society Cancer Action Network! 💡❤️ Starting today, you can decorate a Lights of Hope bag to honor someone impacted by cancer. All proceeds support critical advocacy work. Let's shine together! 🌟

[🔗 \[Link to purchase bags\]](#)

#LightsOfHope #ACSCAN #FightCancer #Community

Why It Matters

💬 "Cancer has touched our lives in so many ways, and we want to turn our experiences into action." – [Employee Name], [Title]

Our "Lights of Hope" campaign is personal: it's about honoring those we've lost, supporting survivors, and advocating for better cancer care. Join us in this meaningful effort. 💪❤️

[🔗 \[Link to purchase\]](#)

#WhyWeGive #LightsOfHope #ACSCAN

Onsite Activation

📸 Yesterday's onsite Lights of Hope activation was incredible! Teams came together to decorate hundreds of bags, sharing stories and support. Thank you to everyone who made today special!

#EventRecap #LightsOfHope #ACSCAN

Celebration & Thank You

🎉 We did it! Thanks to your support. Your donations, decorated bags, and heartfelt stories shined bright at the (Date) collective event—reminding us all of the power of community. Thank you! ❤️

#LightsOfHope #ACSCAN

Sample Social Media Content

Instagram

Announcement

📢 ANNOUNCEMENT 📢

We've joined forces with @ACSCAN by becoming the State Premier Sponsor for the "Lights of Hope" campaign! 💡 Grab a bag, decorate it with love, and help us light the way for cancer advocacy.🔗

#LightsOfHope #CancerAction #GiveBack #Hope

Why It Matters

WHY WE CARE

"When my mom battled cancer, our family saw firsthand the power of community support." – [Employee Name], [Role] That's why our #LightsOfHope campaign for @ACSCAN matters so much. Decorate a bag, share your story, and stand with us. Link in bio to learn more.

#CancerAwareness #EmployeeStories

Fundraising Update

🌟 60% TO GOAL! 🌟

Thanks to you, we're more than halfway to our **GOAL AMOUNT**.

🔥 Let's keep it up—\$20 gets you a bag to decorate & a chance to make a lasting impact. Link in bio to donate.

#Fundraising #CancerAction #LightsOfHope

Onsite Activation

✨ ONSITE ACTIVATION ✨

Our team spent the day decorating Lights of Hope bags, each one telling a story of hope and resilience. These will join thousands more at the **EVENT DATE!** 📷: [Photo carousel]

#HopeInAction #TeamSpirit #CancerAdvocacy

Celebration & Thank You

🎉 Thank You 🎉

Thank you for every bag, story, and bit of support.

#Celebration #LightsOfHope

Sample Social Media Content

LinkedIn

Announcement

We're proud to partner with the American Cancer Society Cancer Action Network on our new "Lights of Hope" initiative. As the State Premier Sponsor, employees can personally decorate a Lights of Hope bag by supporting ACS CAN's vital advocacy efforts. Join us in making a tangible impact—one light at a time.

➡ Learn more & participate: [Link]

#CorporateGiving #CSR #ACSCAN #LightsOfHope

Why It Matters

Personal stories drive our commitment to the "Lights of Hope" campaign. As [Employee Name], [Role], shares:

"Supporting ACS CAN has given me a way to honor my father's legacy and contribute to lasting change in cancer policy."

Our collective efforts help ensure access, research funding, and advocacy for all affected by cancer. Ready to join us?

👉 [Link to participate]

#EmployeeEngagement #ACSCAN #Advocacy

Onsite Activation

Today, our employees participated in a Lights of Hope activation on our campus —decorating bags in support of ACS CAN's advocacy work. The energy and stories shared reinforced why this campaign matters. companies. #ACSCAN #CorporateImpact

Celebration & Thank You

Thank you to everyone who participated—your commitment to advocacy and remembrance is truly inspiring. #ThankYou #CorporatePhilanthropy #ACSCAN



Resources

Media Advisory Template



FOR MORE INFORMATION, CONTACT:

****MEDIA ADVISORY****

RSVP Requested

Company to Gather to Honor Lives Touched by Cancer
[Link to video and pictures \(Courtesy: ACS CAN\)](#)

WHAT: Lights of Hope Across America is a powerful display of lit bags to honor and remember loved ones with cancer and serve as a reminder to (**state**) state and national lawmakers on the importance of ensuring the fight against cancer remains a top priority. **Company** is proud to serve as the State Premier Sponsor for Lights of Hope with a display at (**insert location**).

WHEN: **DATE**
START AND END TIME

WHERE: **LOCATION AND ADDRESS**

WHY: Cancer patients, their families and caregivers need to know we're here for them. The American Cancer Society Cancer Action Network (ACS CAN) haven't stopped advocating for critical research funds and access to health care. **Company** is proud to have a visible way to raise awareness and bring hope to everyone who has been touched by cancer.

For media inquiries, please contact **Name and email**

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Company Boilerplate Language

About ACS CAN

The American Cancer Society Cancer Action Network (ACS CAN) advocates for evidence-based public policies to reduce the cancer burden for everyone. We engage our volunteers across the country to make their voices heard by policymakers at every level of government. We believe everyone should have a fair and just opportunity to prevent, detect, treat, and survive cancer. Since 2001, as the American Cancer Society's nonprofit, nonpartisan advocacy affiliate, ACS CAN has successfully advocated for billions of dollars in cancer research funding, expanded access to quality affordable health care, and advanced proven tobacco control measures. We stand with our volunteers, working to make cancer a top priority for policymakers in cities, states and our nation's capital. Join the fight by visiting www.fightcancer.org.

Sample Event Agenda

6:00 p.m. – Event Begins allow for bag decorating and networking

6:30 p.m. – Welcome & Lights of Hope Overview

- Company CEO & Internal Champion

6:35 p.m. – Mission Speaker (this can be a employee who has an impactful story of survivorship, or and ACS/ACS CAN team member)

6:40 p.m. – Acknowledgement of team achievement and allow for a moment of silence and take in display

6:45 p.m. – Closing Remarks & Thank You

7:00 p.m. – Event Concludes

Lights of Hope + ACS CAN Partnership

Talking Points

About the Partnership

- This year, we are proud to be the State Premier Sponsor for Lights of Hope partnering with the American Cancer Society Cancer Action Network (ACS CAN) to bring the impactful Lights of Hope campaign into the workplace.
- Lights of Hope has been ACS CAN's signature grassroots fundraising campaign for 16 years—and for the first time, we're aligning it with our corporate leadership platform to elevate our collective voice.
- This partnership brings together our employees to honor those touched by cancer and support lifesaving advocacy.

Why It Matters

- Cancer doesn't just affect individuals—it impacts families, communities, and workplaces. Through Lights of Hope, we're giving employees a meaningful way to take action.
- By participating, we're supporting ACS CAN's policy work to eliminate cancer disparities and ensure access to prevention, detection, and treatment for everyone—regardless of background or zip code.
- This initiative demonstrates that our companies are not only committed to health and wellness, but also to equity, advocacy, and impact.

How It Works

- Employees, can decorate Lights of Hope bags in honor of someone affected by cancer or remember someone we have lost.
- All participating employees will have their bags displayed at a collective company wide event.
- ACS CAN provides all bags and lights. Companies handle promotion, employee engagement, and light setup. It's a simple but powerful activation.

Lights of Hope + ACS CAN Partnership

Talking Points

What We Hope to Achieve

- We want to raise awareness about the power of advocacy in the fight against cancer
- Our goal is to show that business leaders are not just supporting the fight against cancer with dollars, but also with our platforms, our people, and our voices.
- This is just the beginning. With the first year as the State Premier Sponsor, we hope to grow Lights of Hope into an annual tradition for all employees.

Key Messages for Stakeholders

- This is an opportunity to honor the people behind the statistics—employees, loved ones, and survivors—while helping drive policy change.
- Every light, every story, every dollar raised helps amplify our collective impact in the fight to end cancer as we know it—for everyone.