



## 2022 LS&LD ACT LEAD BASICS – NOTES

*These notes have been compiled from various sessions of this breakout, including the most recent one held on 9/12/22. We hope they will give you some great ideas 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 within their office
  - Get together as a group in your district and meet with the lawmaker
- Get to know your local and state government officials and discuss 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, learn their interests
- Throughout the year- we recommend one contact per month to build a strong relationship over time:
  - Email, call & visit your elected officials' local 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 or just chat with them for a few minutes
- 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
- 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 -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):

- Brainstorm for a few minutes- list people you know personally who have a connection to cancer (family, friends, colleagues) and invite them to join you as a volunteer with ACS CAN, reach out to your Grassroots Manager to get them engaged
- 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 and neighborhood associations

- Groups you already belong to are an easy ask!
- Attend local events that draw many people to promote awareness, interest and recruit
- Diverse groups that focus on health equity are especially great to bring on to your team
- Colleges – reach out to Political Science classes and schools of Public Health – volunteering with ACS CAN is a great resume builder ANF many students need community service hours
  - Check in with Student Government Association staff, particularly at community colleges
- 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
- Work with your Grassroots Manager 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
- 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

**Communicating with your team:**

- Set up a group text if that works best for your team
- If your team is particularly active on social media, set up a Facebook group
- Host regular team calls, send team emails, group chat with your team to help them all feel connected
- Get your team engaged with requested recess activities, encourage them to have year-round contact with their legislators at all levels, inspire them to set up their Lights of Hope CANRaiser pages early and divide a larger team goal among your team members
- Invite them to in district advocacy activities, state Cancer Action Day at the Capitol, town hall meetings and other impactful activities
- Ask that they bring one friend to join your team
- Encourage them to join ACS CAN as a paid member and renew annually – also to ask others to become members

These are a few ideas you can try at home; we hope they are helpful! We loved having you in our session 😊

Patti Bossert, Director of Grassroots Organizing

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