



ACT! Lead Basics

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
Quick! ...Draw

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Basic? Nope.



There is NOTHING basic about being an ACT! Lead.



What lights you up?



What does ACT! mean?



ACT! = Ambassador Constituent Team

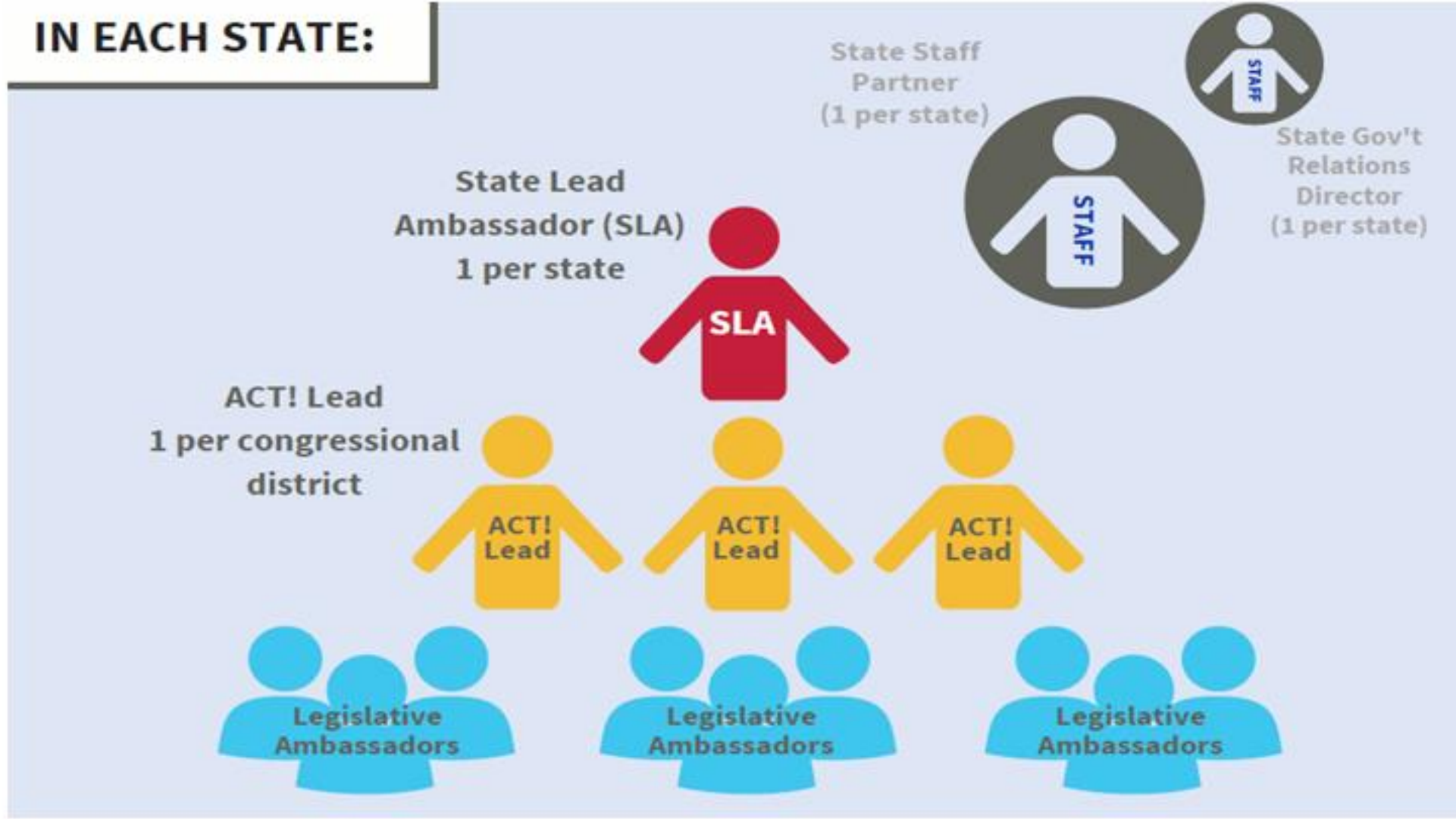
Ambassador = Liaison/Representative between elected official and ACS CAN

Constituent = You vote in the elected official's district. You matter the MOST!

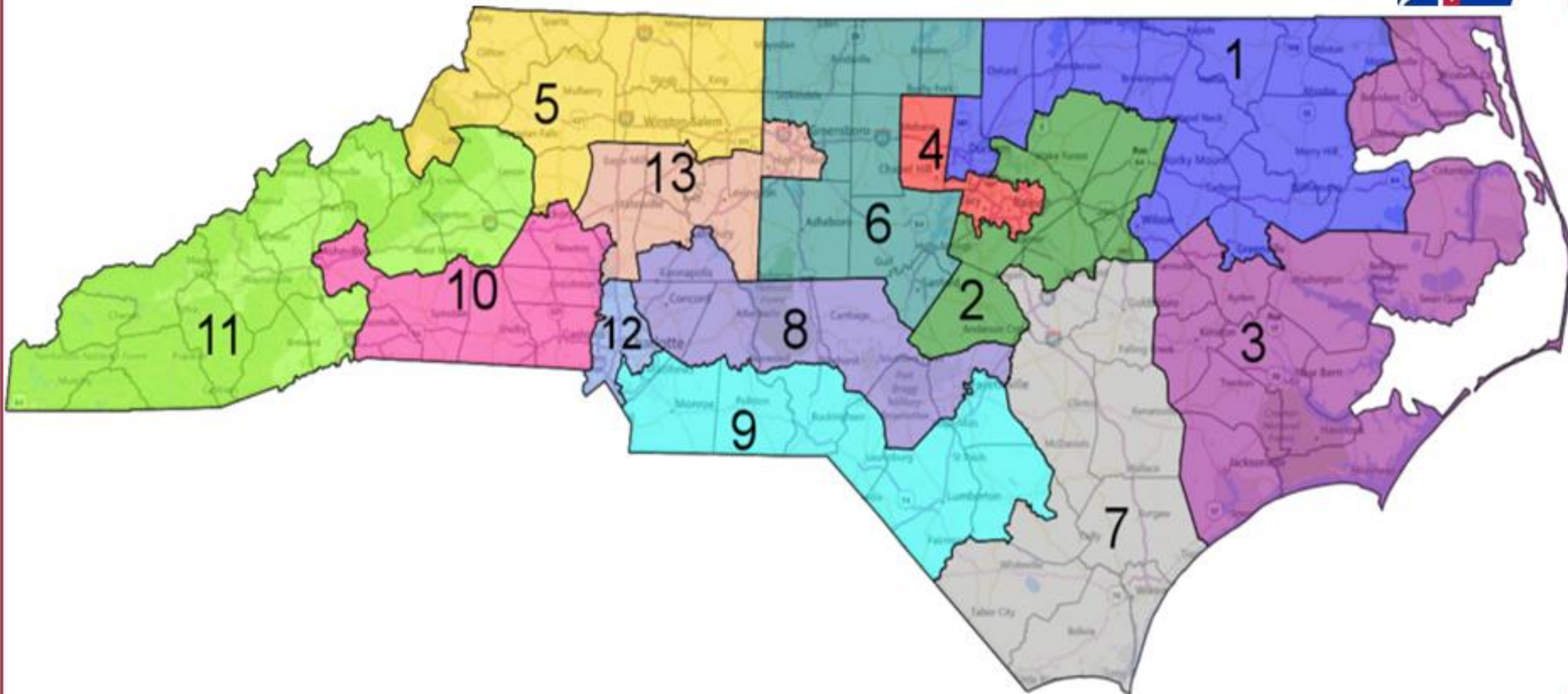
Team = You are part of a large group, with other volunteer advocates, cancer patients/caregivers, who work to end cancer

Advocacy Volunteer Structure

IN EACH STATE:



Congressional District Map



Who's who in your state?

Staff Partner: ACS CAN Staff

- Provides resources, guidance, support, training & information

State Lead Ambassador (SLA)

- Leads and mentors ACT! Leads
- Recruits additional volunteers
- Key volunteer contact for US Senators in their state

ACT! Lead

- YOU! You are 1 of 435 in the nation!
- Build/Lead your team
- Primary contact for your member of Congress

Legislative Ambassadors

- Participate in local advocacy activities
- Attend legislative meetings
- Assist with campaign activities
- Media and fundraising
- Recruiting new team members

Legislative Process

Grassroots Network

- National
- In every congressional district

Power Analysis

Tactics

Representative Name:

Political party:

Length of time in office

What issues does the lawmaker care about?

What committees does the lawmaker sit on?

Notes:

Legislative District Office Information

Staff contact name:

Phone number:

Email:

**Office
addresses:**

District Data

Population:

Size of District:

Major Cities in District:

Towns in District

The More You Know 



**Walking the Walk:
How to put your ACT! Lead
role into practice**

Ambassador Action Center

Quantifies the **IMPACT** our volunteers have, allows us to measure it and recognize achievements.

- **Impact Lawmakers:** How we work with lawmakers at every level
- **Build Our Team:** How we grow the organization
- **Media:** How we make sure we are amplifying our voice
- **Fundraising:** And how we pay for all of it

Building Relationships with Lawmakers

- Attend local meetings & town hall events
- Follow them on social media
- Get to know their staff
- Use your Power Analysis



Getting the ACT! together: Building & Leading a Team

- Lead by example
- Share information regularly
- Hold regular virtual meetings/calls
- Engage new people quickly
- Celebrate victories & learn from setbacks
- Leverage your personal networks to build your team



Media

Letters to the Editor (LTE)
& Op-eds

Social Media

- Facebook
- Twitter
- Instagram



Fundraising

- District events
- Membership
- Lights of Hope
- CANRaiser



Diversity, Equity & Inclusion (DEI)

- Cancer impacts everyone, but it doesn't impact everyone equally.
- We are working to ensure everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.





Activity

- Building your team
- Impacting your lawmaker
- Media
- Fundraising


Focus on Diversity, Equity & Inclusion in all of our idea sharing




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Impacting your Lawmaker

Building your Team

Media

Fundraising

I can't wait to try...

- Building your team
- Impacting lawmakers
- Media
- Fundraising



Resources

- Ambassador Action Center
- FightCancer.org
- Quarterly All Lead calls (national)
- Volunteer Engagement calendar
- Social Media: **@ACSCAN** (national accounts) and your state's social media pages
- ACT Lead Binder – ask your Grassroots Manager
- Your Staff Partner
- Each other!



Upcoming LS&LD Breakouts

- ❑ How-To: Writing LTEs – **Sept 29**
- ❑ State and Local Advocacy – **Oct 13**
- ❑ Build, Organize, Act: Tactics for our Virtual Times – **Oct 20**
- ❑ Hot Topics Looking in the Year Ahead – **Oct 27**
- ❑ *Recording:* Survivor Views – Giving a Voice to Cancer Patients

fightcancer.org/LeadershipSummit



Questions?

Thank you for participating tonight!

Patti & Paula